Case Studies for Industrial and Business Marketing

Advances in Business Marketing and Purchasing

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About the Book

This volume aims to help increase knowledge, skills and insights into making effective decisions in the 'bigger hall' of marketing management. It contains 17 case studies which are aimed at improving the reader’s skills in making and carrying out effective decisions in industrial and business marketing. Each of the case studies provides an understanding of the culture of a particular firm in a particular industry. All are based on field research studies of actual firms. The topics included cover: setting strategic direction; product and customer portfolio analysis; product development; advertising; pricing; channel management; environmental scanning; measuring strengths and weaknesses; understanding competitors’ behaviour; auditing marketing activities; and international marketing strategies. These case studies also provide a diversity of industry settings ranging from a small Japanese printing firm located to MacTec Control AB, a Swedish manufacturer of high-tech equipment and from Thomson Consumer Electronics to Cavity Oil Pumps.

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