



Strategic Marketing Decisions In Global Markets

Isobel Doole, Robin Lowe

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This groundbreaking text analyses the decisions within the overall planning process of strategy development within a global context. The text identifies the issues faced at each stage of the strategic process and focuses on how more effective decisions can be made with the marketing environment. Strategic Marketing Decisions in global markets meets the needs of marketing students and practitioners in an up-to-date and innovative manner. It recognises the increasing time pressures of both students and managers and so strives to maintain the readability and clarity through a straightforward and logical structure that will enable them to apply their learning to the tasks ahead.

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