



The Ultimate Guide to Strategic Marketing: Real World Methods for Developing Successful, Long-term Marketing Plans

Robert Hamper

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THE DEFINITIVE MARKETING GUIDE FOR THE 21st CENTURY

Everything You Need to Plan Your Strategy and Achieve Your Goals

From Fortune 500 consultant Robert J. Hamper--the man who wrote the book on strategic marketing--comes a powerful new blueprint for growth in today's economy. Combining time-tested marketing tools with the latest global trends, this ready-to-use book guides you through every step of the strategy process.

Packed with essential charts, forms, and fill-in questionnaires, it's the perfect planner for you and your organization--no matter how big or small. Each chapter allows you to adapt the proven principles of strategic marketing to your company's specific needs, including a running case study so you can follow the process in action. Now more than ever, strategic marketing is the one business tool you need to succeed.

LEARN HOW TO

DEFINE your vision • **TARGET** your audience • **EVALUATE** your operations • **PLAN** your strategy • **ACHIEVE** your goals

Based on a long-term study of proven integrated marketing plans, this step-by-step book from Fortune 500 consultant Robert J. Hamper is truly *The Ultimate Guide to Strategic Marketing*. Written specifically for business leaders looking for long-term strategies in a constantly evolving economy, it's the one marketing guide that lets you develop a plan that's simple, clear, practical, flexible, and workable--for you and your company. The book's interactive format makes it easy for you to:

- Engineer the planning process from conception to reality
- Conduct your own audits, self-assessments, SWOT analyses, and EA analyses
- Develop key market objectives--and make them happen
- Implement, monitor, and adjust your plan for the real world
- Solidify your strategy for longterm success

Using the book's fill-in questionnaires and forms, you'll be able to adapt the greatest marketing tools of our time to your company's specific needs—step-by-step. Part I walks you through the entire planning process. Part II helps you evaluate the internal and external environment of your company, taking stock of resources and assessing strengths and weaknesses. Part III shows you how to develop a plan by identifying your marketing objectives and goals. Finally, Part IV gives you the tools to implement your plan using integrated computer models and other tracking techniques. Running case studies and countless examples will show you how to navigate a variety of scenarios. You'll also find helpful advice on global marketing, e-commerce, and other business tools such as product positioning, strategic gap, and strategic portfolio analysis.

It's all here--everything you need to target your audience, market your product, and plan your future success--in *The Ultimate Guide to Strategic Marketing*.

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