



Market-Driven Management: Strategic and Operational Marketing

Jean-Jacques Lambin, Isabelle Schuiling

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Market-Driven Management adopts a broad approach to marketing, integrating the strategic and operational elements of the discipline. Lambin's unique approach reflects how marketing operates empirically, as both a business philosophy and an action-oriented process.

Motivated by the increased complexity of markets, globalisation, deregulation, and the development of e-commerce, the author challenges the traditional concept of the 4Ps and the functional roles of marketing departments, focusing instead on the concept of market orientation. The book considers all of the key market stakeholders, arguing that developing market relations and enhancing customer value is the responsibility of every member of the organization, and that the development of this customer value is the only way for a firm to achieve profit and growth.

New to this edition:

- Greater coverage of ethical issues and corporate social responsibility; cultural diversity; value and branding and the economic downturn
- Broad international perspective
- Thoroughly revised to reflect the latest academic thinking and research

With its unique approach, international cases and complementary online resources, this book is ideal for postgraduate and upper level undergraduate students of marketing, and for MBAs and Executive MBAs.



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