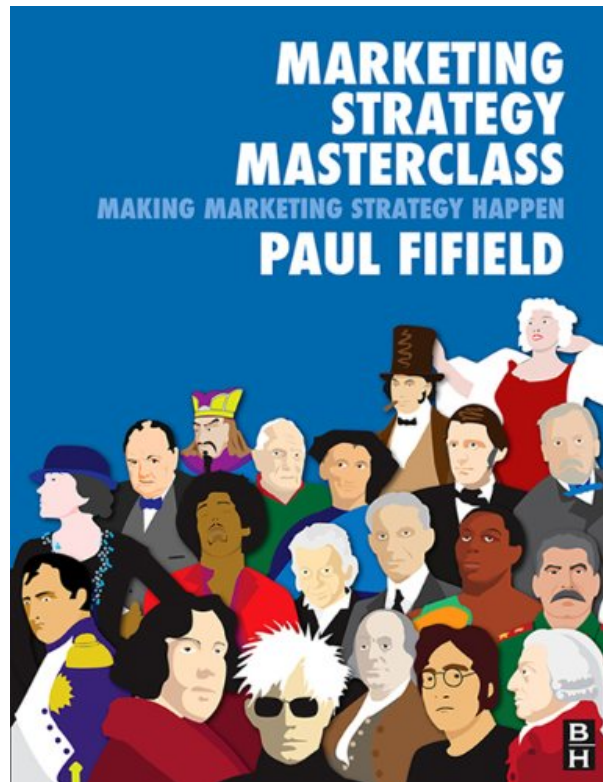
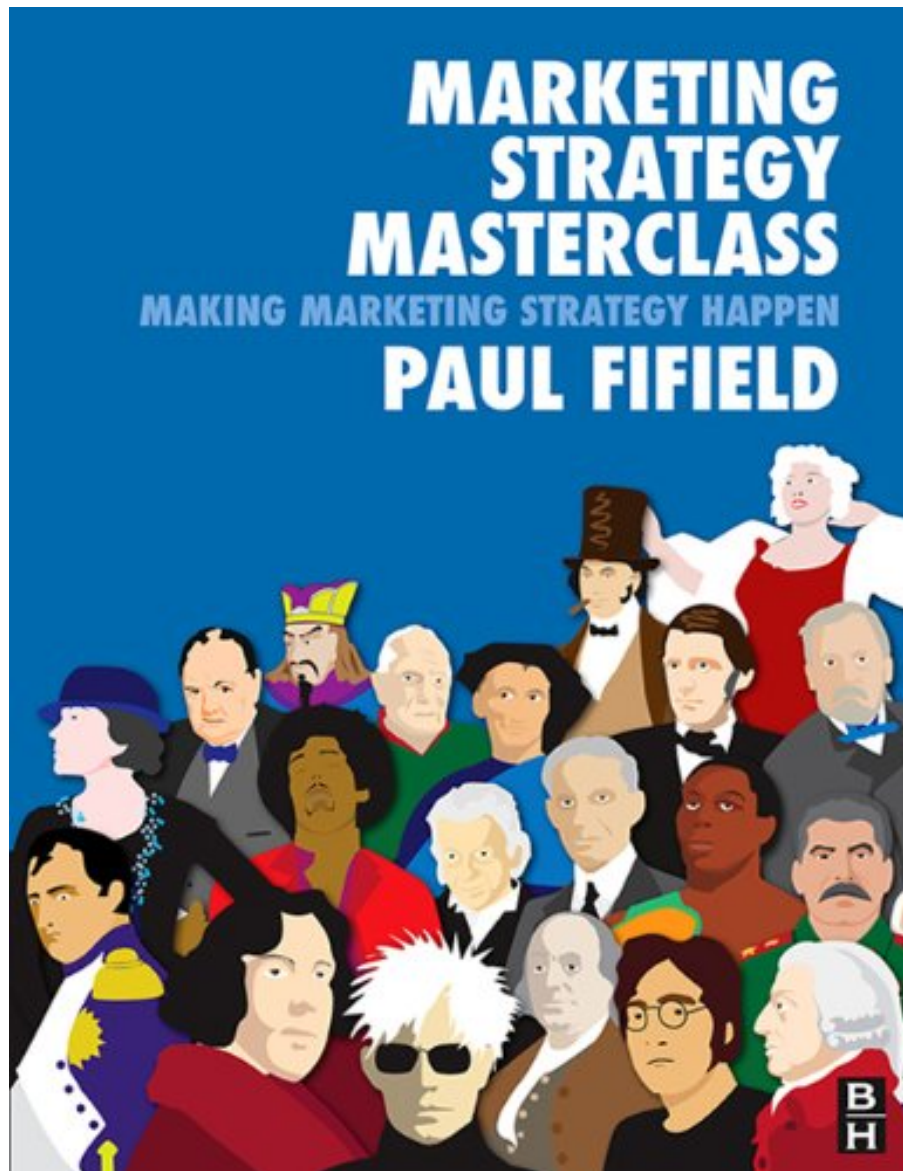


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Included throughout are the wise words of a choice selection of history's masters, depicted on the book's front cover.

Aimed at professional marketing managers, business development managers and students, this real and practical masterclass is an indispensable reference for use on its own or alongside Marketing Strategy, 3rd edition, also published by Butterworth-Heinemann.

ABOUT THE AUTHOR

Paul Fifield has been extensively involved in strategic marketing training and education since 1980.

His professional assignments have ranged from marketing strategy development for some of the UK's largest companies through to projects in market segmentation and branding to top level in-company strategy development programmes and workshops. He has advised clients in a wide range of industries including aviation, banking, brewing, business services, computing and software, construction, economic development, housing, hotels and catering, insurance, publishing, retailing, household appliances, telecommunications, tourism and utilities.

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