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Cravens and Piercy (2013) have said segmentation is an important marketing tool in developing a marketing strategy. Through segmentation, a company will be able to determine the company's target ...

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Strategic Marketing is aimed as an introduction to Strategic Marketing Management for students on Marketing and Business strategy courses. It covers the origins of modern marketing, relates contemporary and classic theory to Marketing in both academic and practical terms, providing a solid foundation for the understanding of Marketing.

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