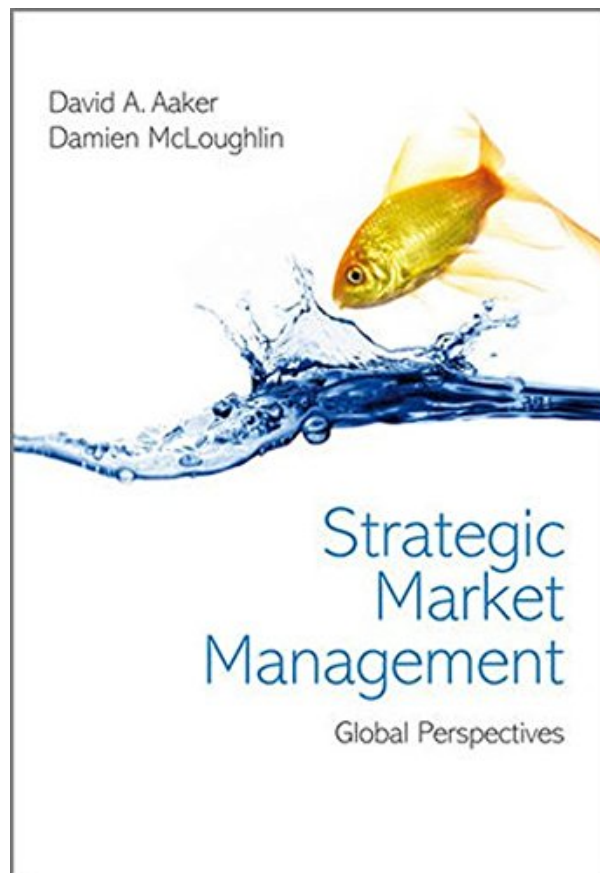
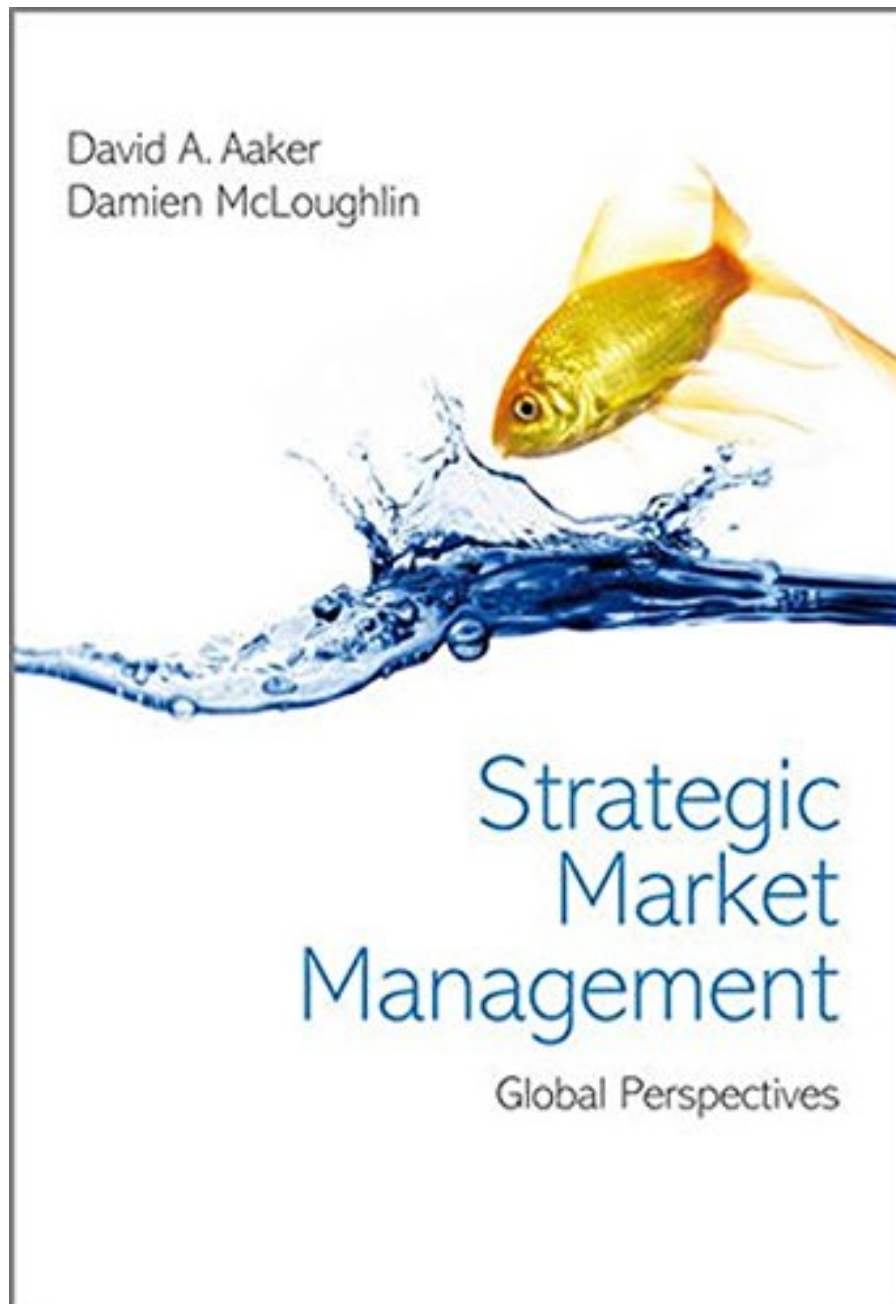


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GLOBAL PERSPECTIVES BY DAVID A.
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From the Back Cover

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About the Author

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The book is a European adaptation of our current US book: Strategic Market Management, 9th edition by David Aaker. The new edition text will be a mainstream text suitable for all business students studying strategy and marketing courses in the UK and Europe. It will take into account the substantive changes made by David Aaker in the 8th and 9th edition of the US textbook. The major differences in these and the 7th edition of the US book which, was the basis of the first European adaptation are the coverage of branding and greater emphasis of innovation. These were both added into the first European edition. New topics will be identified that are not covered that should be for example the financial aspects of marketing. The new edition will also include revised and updated European case material.

A global perspective is an essential aspect of the new edition. This reflects the lived experience of the student reader but also their likely professional challenges. This will be achieved by the use of examples and vignettes. The previous European edition was entirely re-populated with new examples. For the new edition, new examples will be employed to drive the global ambition and to respond to the substantive changes of the 8th and 9th US editions.

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