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Seventh edition

MARKETING STRATEGY AND COMPETITIVE POSITIONING

Graham Hooley • Brigitte Nicoulaud • John M. Rudd • Nick Lee



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Tel: +44 (0)1279 623623 Web: www.pearson.com/uk

First published in 1993 as Competitive Positioning: The key to market success (print) Second edition published 1998 by Prentice Hall Europe (print) Third edition published 2004 (print) Fourth edition published 2008 (print) Fifth edition published 2012 (print) Sixth edition published 2017 (print and electronic)

Seventh edition published 2020 (print and electronic)

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- © Pearson Education Limited 2004, 2008, 2012 (print)
- © Pearson Education Limited 2017, 2020 (print and electronic)

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ISBN: 978-1-292-27654-0 (print) 978-1-292-27657-1 (PDF) 978-1-292-27655-7 (ePub)

British Library Cataloguing-in-Publication Data

A catalogue record for the print edition is available from the British Library

Library of Congress Cataloging-in-Publication Data

Names: Hooley, Graham J., author. | Nicoulaud, Brigitte, author. | Rudd, John M., author.

Title: Marketing strategy & competitive positioning / Graham Hooley, Brigitte Nicoulaud, John M. Rudd, Nick Lee.

Other titles: Marketing strategy and competitive positioning

Description: Seventh edition. | Harlow; New York: Pearson, 2020. | Includes bibliographical references and index. | Summary: "Since the sixth edition of this book, published in 2017, many economies around the world have continued to feel the aftershocks of the deepest recession since the Great Depression of the 1930s, which started with the well-publicised 'credit crunch'. Despite continuing academic debate about the causes and extent, there is now little doubt that climate change and global warming is beginning to have a significant impact on our physical environment.

Identifiers: LCCN 2019050392 (print) | LCCN 2019050393 (ebook) | ISBN 9781292276540 (print) | ISBN 9781292276557 (epub) | ISBN 9781292276571 (PDF)

Subjects: LCSH: Target marketing. | Marketing - Management.

Classification: LCC HF5415.127 .H66 2020 (print) | LCC HF5415.127 (ebook)

| DDC 658.8/02-dc23

LC record available at https://lccn.loc.gov/2019050392 LC ebook record available at https://lccn.loc.gov/2019050393

10 9 8 7 6 5 4 3 2 1 24 23 22 21 20

Cover: © echo3005/Shutterstock

Print edition typeset in 10/12pt Sabon MT Pro by SPi Gobal Print edition printed in Slovakia by Neografia

NOTE THAT ANY PAGE CROSS REFERENCES REFER TO THE PRINT EDITION

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