



Strategic Marketing Planning

Colin Gilligan, Richard M.S. Wilson, Tony Hines

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Strategic Marketing Planning is an evolution from Wilson and Gilligan's classic textbook *Strategic Marketing Management* for students or courses that are covering marketing strategy, but without the implementation or control aspects. Like its predecessor, its focus is on simple questions: Where are we now? And where do we want to be?

This third edition of a hugely successful text has a fresh new colour layout and substantial new content and revisions, including:

Additional pedagogy in the form of case exercises and activities and end of chapter questions

The digital marketplace and consumer

Contemporary issues in strategic marketing planning

International marketing

The book also includes a new collection of international cases studies, and includes a suite of teaching aids including an instructor's guide and PowerPoint slides.

This new edition ensures this textbook it will remain a key resource for students of business and marketing. It's the perfect choice of text for tutors that want to teach how to think strategically about operational marketing without focusing on the details of implementation.

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