
Arrowspires Ltd – Marketing Newsletter

17th October 2007

Strategic Marketing Management
Business Performance Excellence

A focus on one of the services Arrowspires Ltd offer:

What is Marketing?

A traditional definition is:

“...the management process for identifying, anticipating and satisfying customer requirements profitably.”

A ‘Value-Based’ definition (Doyle 2006) is:

“Marketing is the management process that seeks to maximise returns to shareholders by developing and implementing strategies to build relationships of trust with high-value customers and to create a sustainable differential advantage.”

The modern definition brings out the importance of a strategic approach that includes choosing the right customers whilst creating a competitive advantage to competitor companies.

The above definitions explain why Arrowspires Ltd emphasizes the *Strategic* in Strategic Marketing Management. Arrowspires can guide you through the processes to help your marketing efforts add value and maximise returns.

Arrowspires Ltd – We’ll be your guide to higher performance

Colin Lamb

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Arrowspires Ltd

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