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**The Role of Marketing in Strategic Planning**

MARKETING ESTRATEGICO. Jean-Jacques Lambin. ESIC, 2003 - Marketing - 837 pages. 18 Reviews. Este libro expone con amplitud y precisión los conceptos, cuestiones y procesos relativos al marketing estratégico, cuyos objetivos en palabras del autor, son el análisis continuo y sistemáticos de las necesidades del mercado.

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Professeur Émérite université de Louvain et université Bicocca Milano - Cited by 9,380 - marketing stratégique - économie de marché

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Marketing. Las estrategias sirven como una guía para posicionar el producto, además sirven como referencia para desarrollar un "Marketing Mix" específico: producto, precio, plaza, promoción, merchandising, publicidad, etc. 4 DÍAZ DE SANTOS, J., La estrategia básica del Marketing, McGraw Hill Editorial, Madrid-España 1990, p. 256.