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Asia' launched. BRAC University Vice Chancellor Professor Dr Syed Saad Andaleeb recently published his book, "Strategic Marketing Management in Asia: Case Studies & Lesson across Industries", co-edited by Dr Khalid Hassan, through Emerald Group Publishing Ltd., UK.

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Strategic marketing emphasizes the importance of advertising and promoting items to consumers in the right way. Individuals educated in strategic marketing may study how to figure out target demographics and promotion strategies, and then analyze the results to

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find how to effectively market products to consumers.

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International Management in Asia Pacific is designed to help experienced managers beat 'liability of foreignness' – and gain the edge on the competition. It is the leading senior-level strategic management programme focusing on Asia. In five intense days, it will recharge participants' strategic management skills.

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By employing strategic management marketing, businesses can take a closer look at their own strengths and weaknesses. Companies can employ software suites to track and analyze customer activity

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on their websites, in their online stores, across social media, and even their responses to various email marketing initiatives.

~~The Role of Strategic Marketing Management – Salesforce.com~~

McKinsey and BCG are also the largest strategy consulting firms in Asia outright. In Asia, McKinsey has offices in 17 different countries, including in China, India, Vietnam and South Korea. BCG meanwhile has 28 offices across the region, including in Shanghai, Singapore and Tokyo.

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Strategic marketing Strategic marketing is a method through which an organisation differentiates itself from its competition by focusing on its strengths to provide better service and value to its customers This is a planning process and it involves three phases

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