

(Download ebook) Demand Driven Strategic Planning

## Demand Driven Strategic Planning

*Marcos Fava Neves*

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**Marcos Fava Neves : Demand Driven Strategic Planning** before purchasing it in order to gage whether or not it would be worth my time, and all praised Demand Driven Strategic Planning:

This book offers students and practitioners alike an integrated approach to strategic planning for companies. Marcos Fava Neves presents a new and unique perspective on this critical topic based on three main points: strongly demand-driven decisions that bridge the gap between long- and short-term strategy; a vision of a company as an integrated network, full of relationships that deserve consideration during the planning process; and the introduction of 'collective-action' thinking, which raises the prospect for cooperation between competitors. With this clear,

comprehensive framework for strategic planning, companies can be sure to navigate today's complex environment and enhance their prospects of success.

"Professor Neves has the impressive ability to combine theory and practice in a very easy-to-read manner. Alongside the pedagogically structured discussion, he offers tools for the reader to better develop an independent understanding - for instance, the reader will find at the end of each chapter a summary of the potential activities to be developed and some questions for his own evaluation. The discussion of the more significant points are complemented with opinions of relevant experts, identified in an updated and diverse bibliography. Overall, it is a highly recommended book, with special utility for academics, entrepreneurs, and anyone involved in the efficiency analysis of new challenges of the food marketing strategies." - Dr. Julian Briz, Professor, Dept. Agricultural Economics and Social Sciences, Universidad Politecnica Madrid; Grad. University of Minnesota, Member of the French Academy of Agriculture "What distinguishes this excellent and highly readable book from many other treatments of marketing strategy is the perspective that markets are networks that connect firm, customers, resellers, competitors, employees, and regulators. Since markets now act and react at "internet speed," sophisticated managers need to recognize these interconnections and plan for joint and nearly simultaneous actions-reactions by other market participants. Marketers and general managers who are prepared to do the hard and serious work of thinking about marketing strategy and tactics will find that DEMAND DRIVEN STRATEGIC PLANNING is a wonderfully comprehensive survey of current thinking as integrated into important classic concepts. There is zero "fluff" and the book is packed with questions that fully developed market-driven strategic plans should address and answer." - Paul Farris, Landmark Communications Professor, Darden School of Business, University of Virginia; Author of Marketing Metrics "Professor Marcos Fava Neves latest contribution to the field of strategy: " Demand Driven Strategic Planning" is a refreshing and invaluable text book for academic and handbook for the practitioner. The book's holistic heuristic approach to the role of all stakeholders in the process of strategy offers a critical key to understanding, development and execution." - Frederick C. Dubee, Shanghai University School of Management, MBA Center

About the Author Marcos Fava Neves is Professor of the School of Business of the University of Saõ Paulo. He gained his PhD in 1999 at the University of Saõ Paulo after completing a master's degree, and undertaking postgraduate study in both European agribusiness and marketing in France, and in marketing channels and networks in the Netherlands. He has also specialized in strategic planning processes for companies and food production chains.