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INTRODUCTION

Nowadays, marketing activities are part of the activities of profit-making organizations as well as those also non-profit ones. Without marketing, of course, adapted to the particular conditions of the business area, respectively to the socio-beneficial or desirable activities, would not be possible any existence of the profit or non-profit organization.

University textbook is based on knowledge of marketing and builds on them. Students, but also candidates from the business and professional public are able to gain insight into the whole theme related to the strategic marketing. Prerequisite for understanding the issues of strategic marketing is to acquire knowledge of the basics of marketing. While it is assumed that the reader has knowledge from other economic disciplines such as microeconomics, psychology and is able to use analytical methods of acquisition, processing and evaluating information, using them to formulate strategic goals and methods of implementation.

Business results depend on many factors and conditions that without well-prepared marketing strategy do not guarantee the result. Success and results no matter how well-prepared strategies depend on appropriate arrangements for their implementation, by building relationships with customers, responding to competition, finding the best forms of organization of production, consumption and distribution.

Today, more than ever, the rate of changes on the market requires a strategic approach to decision making and management. Economic science pays close attention to the price, which plays the decisive role in the exchange of goods between the participants of economic processes, i.e. on the market of products and services. For consumers, respectively for the producers, the price reflects the social scarcity of goods that are bought or sold. Most companies are striving for survival and growth. In line with this approach are chosen strategies to achieve given aims. Emphasis is put on increasing market share, gaining and maintaining consumer confidence, finding resources for further growth.

The aim of submitted university textbook is to provide the basic set of information in the field of strategic marketing to those university students, managers and marketers, as well as to "marketing non-professionals" who are interested to become more familiar with the strategic marketing, because strategic marketing provides values that are necessary to achieve business success.

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