Building Marketing Capabilities for Competitive Advantage in 2014 & Beyond

Research part 2 - Future capabilities to build competitive advantage in 2014 and beyond

- The most frequently cited capability that organisations need to develop in 2014 is strategic and operational multichannel expertise.
  However, which are the specific key multichannel capabilities needed to drive competitive advantage?

- Uptake Strategies have identified the top 5 capability areas needed to drive short term competitive advantage. Check to see if you recognise these and are building them within your team.

- How will competitive advantage be achieved over the long term? Stephanie Hall, Managing Director of Uptake Strategies, identifies a new set of capabilities that will be required to ensure future success.

Coming soon:
Part 3: Most respected companies for their Marketing Excellence

If you would like to see the detailed results of this research, please contact: roz.aberymaree@uptakestrategies.com