

‘Strategic Marketing’ By Lewie Diasz Presented To The President

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Marketing strategist Lewie Diasz presented ‘Strategic Marketing: Marketing Strategies for Sri Lankan Business Entities’, a book authored by him, to President Maithripala Sirisena.

A first of its kind, Strategic Marketing attempts to contextualise marketing theories and explain them using Sri Lankan corporations as case studies. It presents management in the Sri Lankan context, where the role of marketers and marketing in local entities are explained taking an intellectual approach. It also offers insight into long-term shareholder value creation from a marketing perspective. According to Diasz, marketing is about adding value to customers and thereby turning that result to achieve higher levels of shareholder value creation. Through the book, he points out that in the current context, marketers

should take novel approaches to customer value addition, which in turn assists in shareholder value creation, rather than leaving the latter to the accountant.

While it is deemed as essential reading for MBA and Post Graduate students, the book has been endorsed by the Chairman of CIM UK and the Regional Director of CIMA, proving it to be a publication that could be recommended for CIM and CIMA students.

Lewie Diasz, a marketing strategist and banker by profession, was awarded the youngest fellow in the world by CIM (Chartered Institute of Marketing). He has had over 14 years of experience in teaching and is currently employed as the Deputy General Manager (Retail Banking) - Cargills Banking.

