



Marketing Insights From A to Z: 80 Concepts Every Manager Needs to Know

By Philip Kotler

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The most renowned figure in the world of marketing offers the new rules to the game for marketing professionals and business leaders alike. In *Marketing Insights from A to Z*, Philip Kotler, one of the undisputed fathers of modern marketing, redefines marketing's fundamental concepts from A to Z, highlighting how business has changed and how marketing must change with it. He predicts that over the next decade marketing techniques will require a complete overhaul. Furthermore, the future of marketing is in company-wide marketing initiatives, not in a reliance on a single marketing department. This concise, stimulating book relays fundamental ideas fast for busy executives and marketing professionals. *Marketing Insights from A to Z* presents the enlightened and well-informed musings of a true master of the art of marketing based on his distinguished forty-year career in the business. Other topics include branding, experiential advertising, customer relationship management, leadership, marketing ethics, positioning, recession marketing, technology, overall strategy, and much more.

Philip Kotler (Chicago, IL) is the father of modern marketing and the S. C. Johnson and Son Distinguished Professor of International Marketing at Northwestern University's Kellogg Graduate School of Management, one of the definitive marketing programs in the world. Kotler is the author of twenty books and a consultant to nonprofit organizations and leading corporations such as IBM, General Electric, Bank of America, and AT&T.

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Editorial Review

Review

&Sounds like a dull rehash of conventional wisdom's but is far from it& -- *Brand Strategy*, September 2003

&he has produced something eminently accessible allowing everyone to dip their entrepreneurial toes into his accumulated wisdom& -- *Better Business*

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‘...So many potentially good British businesses fail at the basics of marketing – traditionally confused with selling – that this book cannot be recommended too highly.’(Director, July 2003)

“...might be his best...this book blazes with intensity and insight...” (Marketing Insights from A to ~Z Argent, Vol.2, Issue 4, 2003)

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From the Inside Flap

In Marketing Insights from A to Z, marketing’s most respected sage, Philip Kotler, chooses and examines the most important concepts of the discipline for today and the future, offering a fresh and stimulating take on how marketing will change and how marketers must change with it.

Kotler highlights eighty of marketing’s fundamental concepts, sharing enlightened and informed meditations and the hard-won wisdom of his forty-year career. His unparalleled reasoning illuminates topics such as branding, competitive advantage, creativity, customer relationship management, database marketing, differentiation, innovation, positioning, and segmentation.

From "Advertising" to "Zest," topics are organized alphabetically to allow readers easy access to advice. Relevant and straightforward, this book is comprehensive enough for managers who want a complete primer on marketing but also a cutting-edge resource for seasoned marketers who need to keep up with the latest thinking.

Whether you need a refresher on branding or new strategies on word-of-mouth marketing, *Marketing Insights from A to Z* will give you the tools you need to compete for customers in the rapidly changing marketplace. It's an essential tool for managers, CEOs, marketing executives, and anyone who wants to understand the fundamentals.

Over the next decade—and beyond—changing market and consumer realities will mean the reinvention of marketing itself. Marketers won't just be in the business of selling whatever product their company makes, they'll be designing company-wide marketing initiatives that encompass branding, customer service, advertising campaigns, and even public relations. *Marketing Insights from A to Z* lets you keep up with the times by highlighting the rapid changes happening in the field, bringing a fresh outlook to a familiar discipline, and explaining fundamental ideas fast. Ultimately, success will come to those who lead the race into marketing's future—here's a guide to help you break away from the pack.

From the Back Cover

Praise for Philip Kotler's *MARKETING INSIGHTS FROM A to Z*

"There's only one name in marketing: Phil Kotler. His latest may be his best—a summa that captures the best of his insights, as original today as when he first took pen in hand, forty years ago."

—Tom Peters, author of *In Search of Excellence* and *The Circle of Innovation*

"If you are going to buy one book by Philip Kotler, buy this one. In this accessible, current, and personality-filled read, you will get the most complete picture possible of what marketing today is all about."

—Sergio Zyman, author of *The End of Advertising as We Know It*

"This classic and highly respected thinker has brought together the most important ideas from old and new marketing under one cover—the Alpha and Omega of marketing books. Should be on the bookshelf of everybody practicing business today."

—Don Peppers and Martha Rogers, PhD, Peppers and Rogers Group, coauthors of the bestselling *The One to One Future: Building Relationships One Customer at a Time*

"What Peter Drucker is to management, Philip Kotler is to marketing. Kotler's ideas are endlessly interesting, relevant, and ahead of the times."

—Al Ries, Ries & Ries, author of *The Fall of Advertising and the Rise of PR*

"This book could also be called *Marketing Insight: From Genesis to Revelations* because it is a bible of marketing truths—and it's in plain English. The most important and enduring principles of marketing are presented with parables and such vivid examples that there are no excuses for anyone not to understand marketing."

—Roger Blackwell, Professor of Marketing, Fisher College of Business, The Ohio State University, author of *Customers Rule!*

Users Review

From reader reviews:

Christopher Ray:

This book untitled *Marketing Insights From A to Z: 80 Concepts Every Manager Needs to Know* to be one of several books this best seller in this year, that's because when you read this publication you can get a lot of

benefit in it. You will easily to buy this book in the book retailer or you can order it by using online. The publisher in this book sells the e-book too. It makes you quickly to read this book, as you can read this book in your Smart phone. So there is no reason for your requirements to past this e-book from your list.

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Elizabeth Acker:

In this age globalization it is important to someone to obtain information. The information will make a professional understand the condition of the world. The healthiness of the world makes the information quicker to share. You can find a lot of recommendations to get information example: internet, newspapers, book, and soon. You can observe that now, a lot of publisher this print many kinds of book. Often the book that recommended to your account is Marketing Insights From A to Z: 80 Concepts Every Manager Needs to Know this book consist a lot of the information from the condition of this world now. This particular book was represented just how can the world has grown up. The words styles that writer use for explain it is easy to understand. The writer made some investigation when he makes this book. Here is why this book ideal all of you.

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