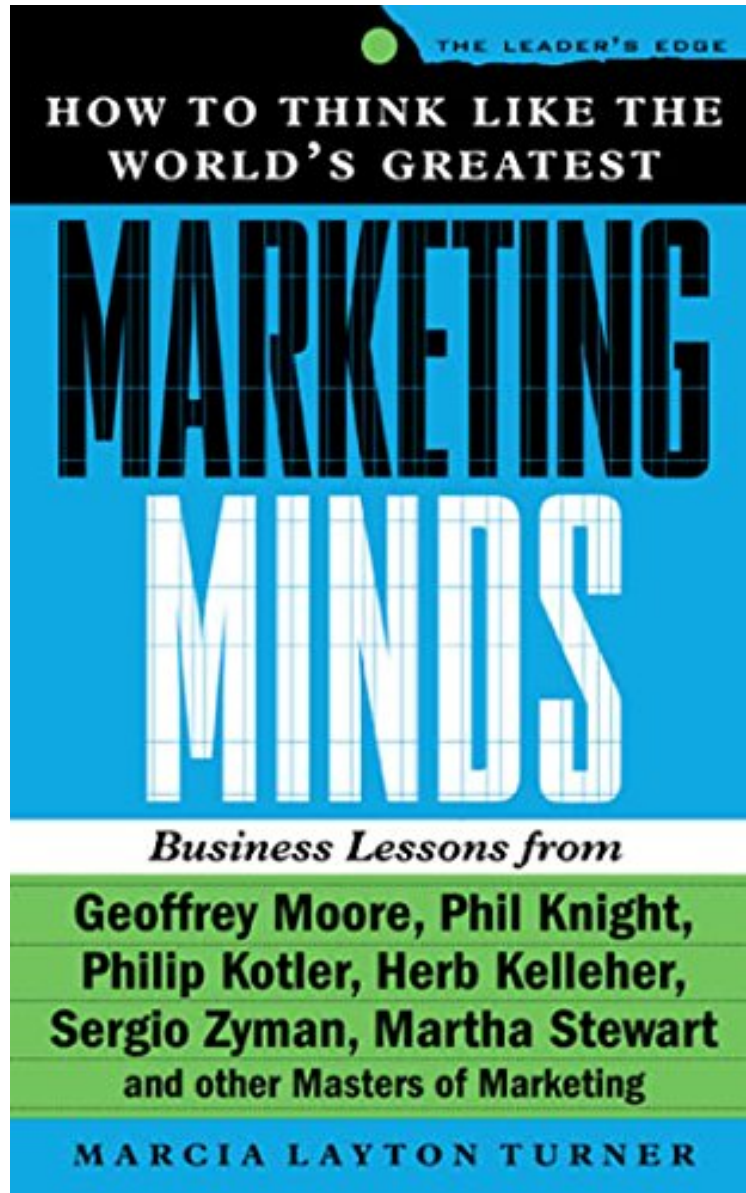


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How to Think Like the World's Greatest Marketing Minds (Leader's Edge)

Layton Turner

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Layton Turner : How to Think Like the World's Greatest Marketing Minds (Leader's Edge) before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Think Like the World's Greatest Marketing Minds (Leader's Edge):

0 of 0 people found the following review helpful. If you are studying Marketing, you should read it.By Kristy

ChanFirst of all, I am really appreciated the good job the author has done. This book is very suitable for marketing student like me. It gives me many insights and I have learnt so much from the book. Let discuss them in detail.

1. Well-organized structureThe book is divided into 2 parts: Doers and Thinkers. In the Doers part, the author tells me the action the Doers have done in order to success. In the Thinkers part, the author explained clearly the concepts of each Thinker. Besides, with the heading in each chapter, it is really easy for me to catch the main point.
2. Famous exampleThe people and the companies involved in the 11 cases are very famous, for example, Nike, Coca-Cola etc. These topics really draw my attention and arise my interest. Moreover, as I am quite familiar with the parties involved, it is much easier for me to understand each case.
3. Future trend of the marketingThe book informs me with the latest theories of Marketing such as CRM, High-Tech Marketing. I think it is very useful for me (marketing student) to understand the future trend of marketing. However, there is a major drawback of the book, the author didn't link up each chapter, it would be much better for us to remember if there is connection between each case. For example, the author should tell us the common points of Guru Doers. Thus, a summary should be provided.

0 of 0 people found the following review helpful. Insightful!

By Rolf Dobelli

Marcia Layton Turner presents a compelling compilation of ideas from well-known marketing gurus. Some have been the heads or marketing directors of major companies; others are primarily known as consultants, speakers or academics. Even Madonna, successful marketer of herself as a product, is included in the mix, along with Martha Stewart. After a brief introduction of those profiled, Turner focuses on how they succeeded. She offers their main ideas for marketing effectiveness, followed by a summary listing the main marketing principles derived from each profile. The book is clearly organized, so that even those who are already familiar with the individuals profiled will find helpful, interesting highlights. Those who are not familiar with these luminaries will enjoy this excellent introduction. We ... recommend this book not only to executives, managers and company owners, but also to worshippers of Madonna and Martha.

4 of 4 people found the following review helpful. High School Book Report Quality

By joelwhite1@hotmail.com

With a book title like Marketing Minds - you would think you would get some keen insight - but that is not what you get from Marcia Layton Turner's brief, unsubstantial book. Surprisingly she does not seek out these marketing minds to speak to them and only offers us a short bio and some quotes from third sources. It really reads like a high school book report and offers zero insight. There is one passage which stands out. She writes, "Remember the Tylenol tampering scare? In contrast to executives in that situation, Nike made all the right moves (with sweat shop negative PR)" - are you kidding me - that is completely backwards. Unbelievable - a published book with this kind of a factual error! Don't waste your time.

In today's world of colossal consolidation and mega-mergers, business success relies more than ever upon ingenious branding methods, top-notch publicity schemes, and cutting-edge marketing plans to insure that one's organization stands out above all others. And the icons profiled in this invaluable book of business lessons are the undisputed masters of "stand-out" marketing. Author Marcia Layton Turner showcases the classic marketing master-plans of our time and lays out a refreshingly practical methodology that can be used by executives and entrepreneurs in any industry who are looking to duplicate the success of such legends as Geoffrey Moore, Phil Knight, and Martha Stewart.

From the Back Cover

A well-conceived marketing strategy can catapult a company's sales into the stratosphere, taking the innovative marketer along for the ride. However, a poorly planned, badly executed campaign can send that very same company spiraling into bankruptcy. Today, global businesses keep a close eye on the leaders of the marketing world for guidance and inspiration. What if you had a direct link to the minds of the marketing masters? What if the leading thinkers in the field could share how they faced and dealt with challenging business situations, letting you learn from their mistakes before you have to make critical decisions about your own company? Imagine how you could turn slow-moving products into bestsellers . . . increase your profits exponentially . . . and perhaps find your own place in business history.

How to Think Like the World's Greatest Marketing Minds brings together the men and women who have defined the art of marketing, revealing how they overcame obstacles, grasped business opportunities, and eventually built multi-million dollar empires. Written by Fortune 500 marketing consultant Marcia Turner, this book offers a unique, behind-the-scenes look into the birth of the groundbreaking strategies of the experts, from Martha Stewart to Seth Godin, from David Ogilvy to Jay Conrad Levinson. You'll see how their business savvy, drive, and intuition propelled them to achieve their desires; how their initial, clearly defined goals led to breakthrough initiatives; and how they successfully applied various marketing concepts by taking proven approaches of one industry and utilizing them in their own. Best of all, you'll discover how to apply their cutting-edge strategies to your particular situation, no matter the industry. With all this knowledge and power in one resource, you have the freedom to mix and match the strategies that work for you, compiling your own personal approach to revolutionizing your business: Build an irresistible branding strategy, just as Phil Knight did with the infamous Nike "attitude". Boost sales of your product by recognizing and understanding the consumer's unique bond with the brand; vital advice from Sergio Zyman, former

marketing chief at Coca-Cola. Maximize merchandising and pursue positive publicity. That's how Martha Stewart found credibility and prestige and built brand recognition. Think and act small and you'll likely achieve extraordinary growth. Herb Kelleher tells how Southwest Airlines used this strategy to pull ahead in one of the most competitive markets around. Featuring anecdotes, quotes, and interactive features designed to help you adapt these winning ideas to any kind of business, *How to Think Like the World's Greatest Marketing Minds* is your key to communicating more effectively with customers and reaping the benefits that will follow. Tap into the fascinating minds of the marketing gurus of our time! Phil Knight. Madonna. Geoffrey More. Martha Stewart. Their legendary strategies, moves, and decisions will forever be a part of business history. Now they and other marketing leaders give you the inside track to the steps they took to achieve their amazing levels of success, showing you how to model their accomplishments in your own business;shy;shy;regardless of the industry. *How to Think Like the World's Greatest Marketing Minds* presents the revolutionary strategies of some of the most prominent businesspeople and companies today, giving you unprecedented access to the brilliant ideas that brought these innovators fortune beyond their wildest dreams.