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The Ten Deadly Marketing Sins: Signs and Solutions (Hardback)

By Philip Kotler

John Wiley and Sons Ltd, United States, 2004. Hardback. Book Condition: New. 213 x 142 mm. Language: English . Brand New Book. Marketing s undisputed doyen offers an unbeatable guide on what not to do As the cost of marketing rises, its effectiveness is in decline. CEOs want a return on their marketing investment, but can t be sure their marketing efforts are even working. Truly, marketers have to shape up or watch their business go south. In this clear and comprehensive guide, renowned marketing expert Philip Kotler identifies the ten most common-and most damaging-mistakes marketers make, and how to avoid them. But these ten mistakes are much more than simple mess-ups; they re glaring deficiencies that prevent companies from succeeding in the marketplace. In Ten Deadly Marketing Sins, Kotler covers each sin in-depth in its own chapter and offers practical, proven guidance for reversing them. Marketers will learn how to stay market-focused and customer-driven, fully understand their customers, keep track of the competition, manage relationships with stakeholders, find new opportunities, develop effective marketing plans, strengthen product and service policies, build brands, get organized, and use technology to the fullest. Covering crucial topics every marketer must understand, Ten Deadly Marketing...



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