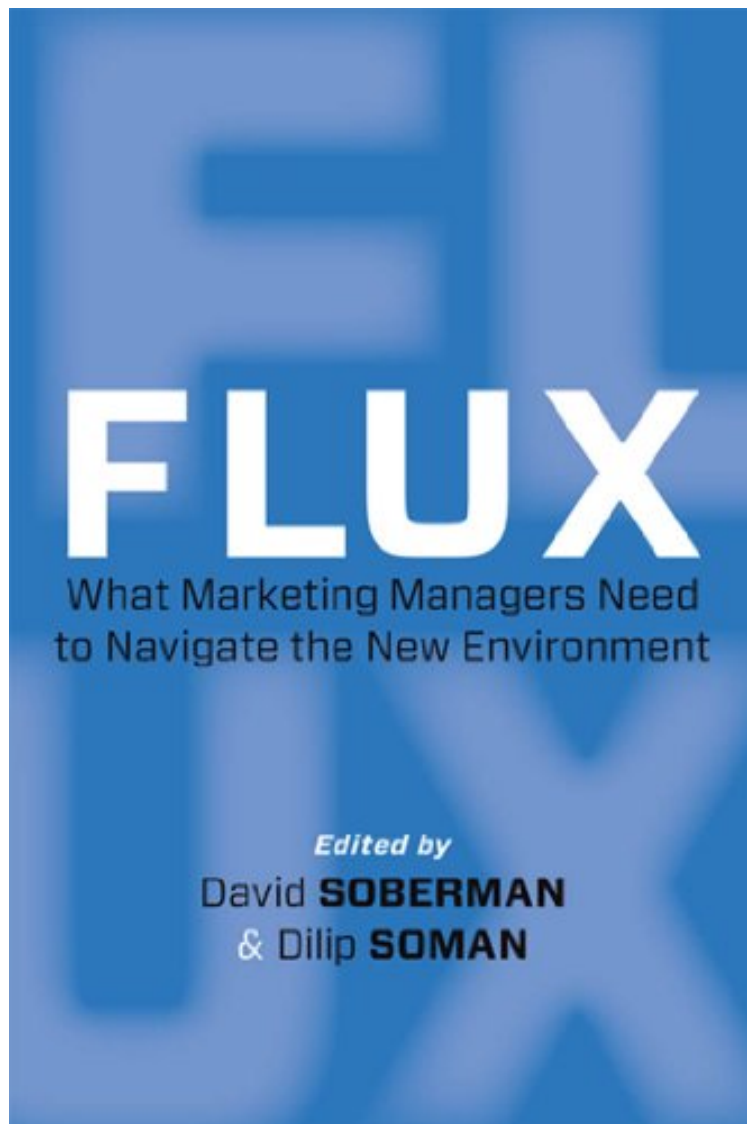


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Flux: What Marketing Managers Need to Navigate the New Environment (Rotman-UTP Publishing)

David Soberman, Dilip Soman
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David Soberman, Dilip Soman : Flux: What Marketing Managers Need to Navigate the New Environment (Rotman-UTP Publishing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Flux: What Marketing Managers Need to Navigate the New Environment (Rotman-UTP Publishing):

The past decade has seen a number of developments that threaten the very fabric of how marketing activities have traditionally been conducted. On one hand, consumers are increasingly socially networked and value-conscious, with heightened expectations of how companies will react to their demands. Along with the challenges, however, come new opportunities: the growth of behavioural economics and the emergence of new data collection techniques, for instance, give marketers unprecedented access to previously hidden aspects of consumer behavior. Clearly, 'business as usual' is not an option for marketing managers who want their firms to stay in the game. To help managers adapt to the rapidly changing business environment, Flux offers a collection of the very best thinking on key areas of marketing activity and decision-making. Each chapter is written by a leading expert in a specific 'new' marketing subject area, from managing brands to dealing with new media, and addresses substantive challenges in that area while providing steps for taking action. The book's integrated approach makes it an excellent resource not only for marketing managers but any managers dealing with customers.

'This excellent work draws on the expertise of 15 academic and business thought leaders, who offer a treasure chest of ideas on how to manage the marketing effort in an ever changing world'; Highly recommended. Students at all levels, researchers, practitioners, general readers. (N.A Govoni CHOICE Magazine; vol 50:11:2013)

'Flux is an excellent compendium that comprehensively covers the theory and practice of branding and marketing, drawing on the lessons of the past as well as analysing how these functions should operate in the new world created by unprecedented global connectivity and access to information.' (K.V. Kamath, Chairman, Infosys Ltd., and former Managing Director and CEO, ICICI Bank)

'Flux is not just another marketing compendium. It is an original and comprehensive book that provides an expert view on the recent developments that are transforming marketing. For each topic, the theory is explained in simple terms, and the implications for managers are precisely highlighted. This makes it an effective companion for forward-looking marketers. And it is a pleasure to read.' (John-Claude Larreche, Heineken Chaired Professor of Marketing, INSEAD)

'An excellent collection of insights, Flux is inspired by academic research that is grounded in theory, empirically tested, and informed by industry knowledge. It provides an efficient way for decision makers to keep up with the latest research that is relevant to both corporations and not-for profit institutions.' (Angela Lee, Mechthild Esser Nemmers Professor of Marketing, Kellogg School of Management, Northwestern University)

'This is a brilliantly put together book and a deep analysis of the transformation of marketing from a traditional brand-building model to one of comprehensive consumer engagement. Written by some of the world's leading scholars in marketing, it is an essential read for anyone interested in understanding the changing marketing landscape.' (Ganesh Iyer, Edgar F. Kaiser Professor of Business Administration, Haas School of Business, University of California Berkeley)

About the Author David Soberman is Canadian National Chair in Strategic Marketing and a professor in the Rotman School of Management at the University of Toronto. Dilip Soman is a professor and the Corus Chair in Communications Strategy at the Rotman School of Management at the University of Toronto. A behavioral scientist with a PhD from the University of Chicago Graduate School of Business, he is director of the University of Toronto's India Innovation Institute and the coordinator of the Behavioural Economics in Action research cluster.