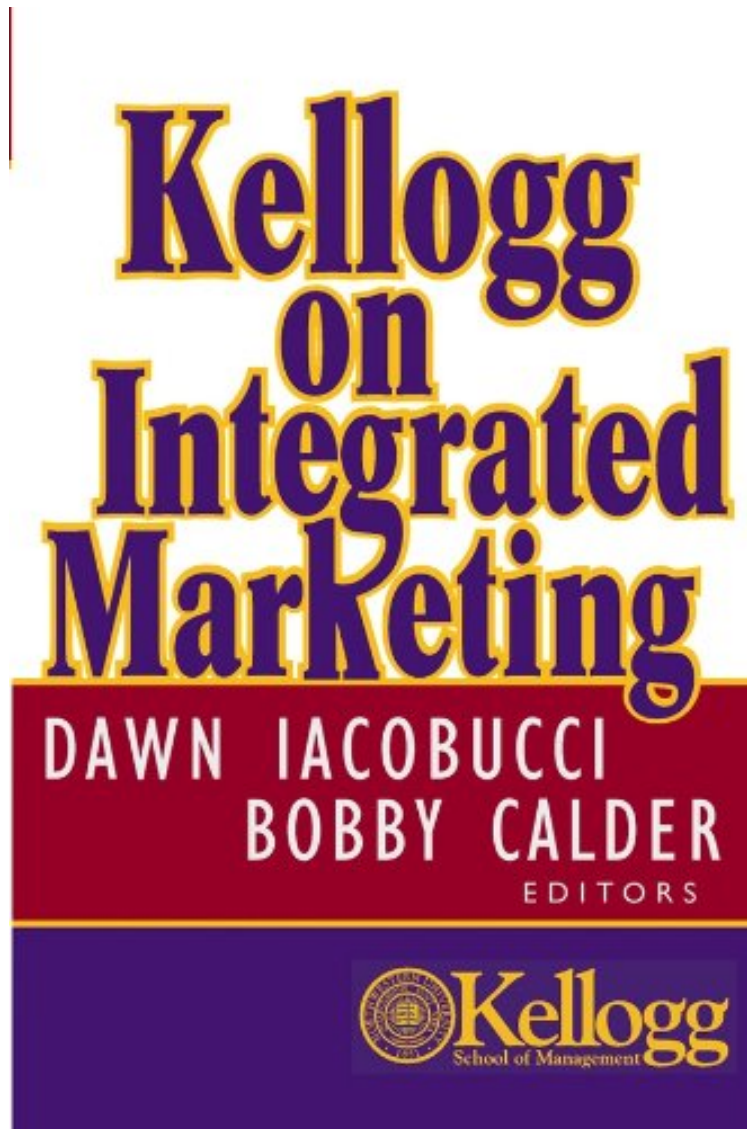


Kellogg on Integrated Marketing

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From Wiley : Kellogg on Integrated Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Kellogg on Integrated Marketing:

0 of 0 people found the following review helpful. getting a little datedBy KDTOverall the book has a lot of good content. Even though it is getting dated with the material, the main ideas will be valid for years to come. I'd give it 4 stars for the content. But, I detract down to 3 stars due to dated material and not the easiest to read for some of the writing styles (multiple contributors had more of an academic style of writing). If you are a student of marketing, you should own this book. If you are just looking for ideas for your own business or work, then I'd look elsewhere.0 of 0 people found the following review helpful. Four StarsBy Deborahgreat read5 of 5 people found the following review

helpful. Water Wings for the Deep End By sevW Kellogg on Integrated Marketing offers the depth you'd expect from Northwestern's faculty with the practicality you'd expect from people who have to practice what they preach. The book's reality-based content presents an overview of the current state of marketing practices, technologies and trends and then blends them into one integrated concept that takes you to a whole new level of possibilities. Case studies offer the good and the bad, the "happy endings" and the challenges. Tables and figures offer practical examples and information on measurement, research and vision. I think what I like most about the book is that it takes the best of current best practices, adds some new strategies and techniques and offers something truly practical, flexible and timely. I also appreciate the fact that it addresses the challenges of measurement head-on. This isn't a fad book. It addresses current trends and issues like viral marketing, buzz, branding, customer loyalty, etc. but lets you know there's no one silver bullet. The book offers a very holistic, balanced approach to marketing that just might allow marketing professionals to stay on the cutting edge rather than just visit it once in a while. The fact that numerous authors have contributed to the book also enhances its holistic appeal. You know you are getting a variety of perspectives, not just a salespitch. It is refreshing to read a marketing book that doesn't have self-marketing as its primary goal. As our organization develops its integrated marketing domain, we'll be using this book as a key resource.

This cutting-edge book-with contributions by the star faculty of the Kellogg School of Management and the Medill School of Journalism's Integrated Marketing Communications department at Northwestern University-offers the latest thinking on the art and science of integrated marketing. A must for today's marketing professional, Kellogg on Integrated Marketing addresses the daily activities of marketing managers and helps them enhance brand equity with new techniques and strategies from the experts. You'll hear from: - Eric G. Berggren - Stephen Burnett - Bobby J. Calder - Tom Collinger - Adam Duhachek - Lisa Fortini-Campbell - Nigel Hopkins - Dawn Iacobucci - Richard I. Kolsky - Maria Flores Letelier - Edward C. Malthouse - Francis J. Mulhern - Lisa A. Petrison - Andrew Razeghi - Don E. Schultz - Charles Spinosa - Paul Wang

"...competently tackles a wide range of important issues..." (Marketing, February 2004) From the Inside Flap Continuing the tradition established with Kellogg on Marketing, here's the best cutting-edge thinking on marketing from the world's foremost authorities-the experts from the renowned Kellogg School of Management and the Medill School of Journalism's Integrated Marketing Communications Faculty at Northwestern University. Offering a variety of perspectives from Northwestern's internationally distinguished faculty, Kellogg on Integrated Marketing merges the two major streams of current marketing practice-mass branding and one-to-one relationship marketing - into a single integrated concept. Led by editors Dawn Iacobucci and Bobby Calder, the contributors explore the theories of mass and one-to-one marketing as separate strategies before compounding them into a single, more powerful approach. They also discuss a variety of other topics in relation to the concept of integrated marketing, including: * The importance of customer loyalty * Customer/brand relationships and their implications * Viral marketing and "buzz" * Customer acquisition using mass media and direct marketing * Customer profitability measurement * Ideal information systems for marketers * Scoring models for optimizing customer contacts In addition to its focus on integrated marketing, the book offers an enlightening perspective on the ways marketing must-and will-adapt to changing consumer attitudes and culture. As you've come to expect from the gurus at Northwestern, this fascinating volume examines tough marketing questions and offers effective solutions to everyday problems. Packed with the very best in modern marketing theory and practice, Kellogg on Integrated Marketing is an invaluable resource for marketing executives, managers, consultants, and MBA students. From the Back Cover This cutting-edge book-with contributions by the star faculty of the Kellogg School of Management and the Medill School of Journalism's Integrated Marketing Communications department at Northwestern University-offers the latest thinking on the art and science of integrated marketing. A must for today's marketing professional, Kellogg on Integrated Marketing addresses the daily activities of marketing managers and helps them enhance brand equity with new techniques and strategies from the experts. You'll hear from: ? Eric G. Berggren ? Stephen Burnett ? Bobby J. Calder ? Tom Collinger ? Adam Duhachek ? Lisa Fortini-Campbell ? Nigel Hopkins ? Dawn Iacobucci ? Richard I. Kolsky ? Maria Flores Letelier ? Edward C. Malthouse ? Francis J. Mulhern ? Lisa A. Petrison ? Andrew Razeghi ? Don E. Schultz ? Charles Spinosa ? Paul Wang