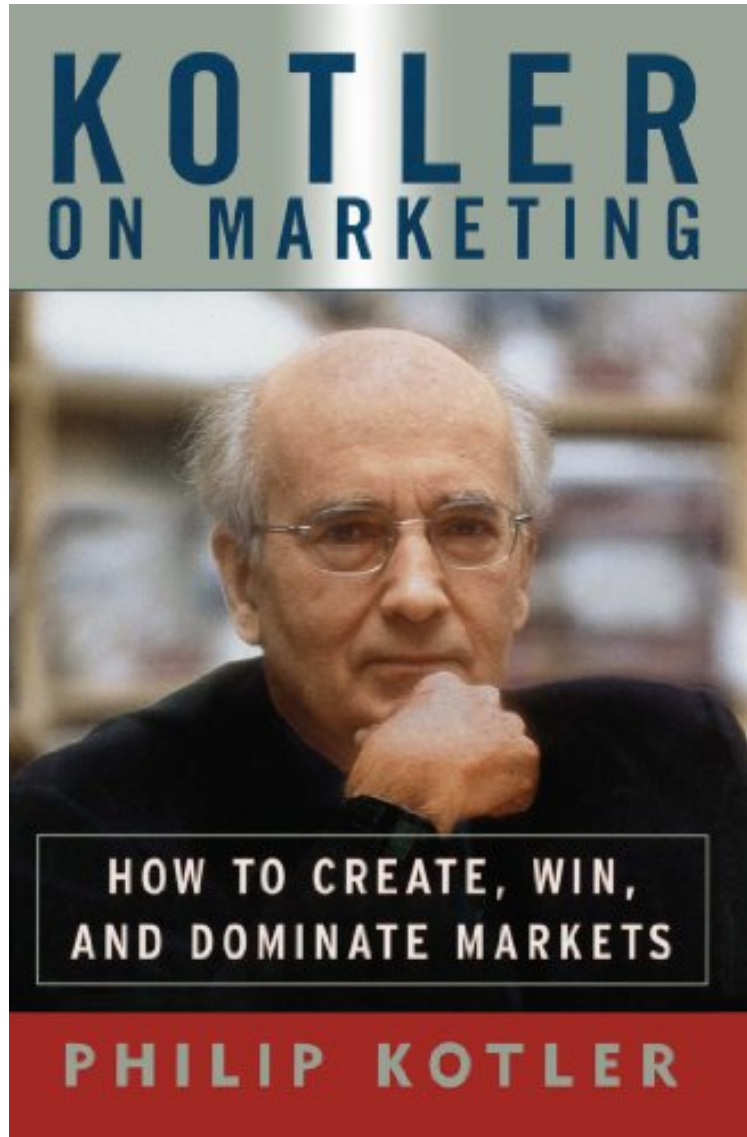


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# Kotler On Marketing: How To Create, Win, and Dominate Markets

*Philip Kotler*

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**Philip Kotler : Kotler On Marketing: How To Create, Win, and Dominate Markets** before purchasing it in order to gage whether or not it would be worth my time, and all praised Kotler On Marketing: How To Create, Win, and Dominate Markets:

0 of 0 people found the following review helpful. Classic 20th century concepts. Very little 21st century marketing. Quick read for beginners but nothing new in here. By C. GRECO This was the textbook for a marketing class I took in Spring 2015. With the cost of textbooks these days, 5 stars to the professor for not using a \$250 textbook! The book itself is a very quick and easy read, though quite outdated. Not a lot on 21st century social media, email, or internet

marketing, but overall the fundamental 20th century concepts are timeless and priceless... especially for only \$10! Not a book for advanced marketing students or professionals, but if you want a crash course on the basics, this will do it. 0 of 0 people found the following review helpful. A Thick Stew of Marketing Theory By Dan Wallace Phil Kotler's neurons have cataloged and cross-indexed a vast library of marketing theory. Kotler on Marketing is a central compendium of big marketing ideas in my opinion. It is dense and at sometimes overwhelming, but the mental workout is well worth the effort. It's hard to know where to begin, even though this book is only 220 pages long. So in brief, here are some of my salient gleanings:- One can market products, people, places, ideas, experiences and organizations.- The central purpose of marketing is demand management through exchanges, relationships and networks.- You can dominate markets through higher quality, better service, lower prices, higher market share, customization, product innovation, and exceeding customer expectations. It also pays to enter high-growth markets.- Peter Drucker said, "the aim of marketing is to make selling superfluous." (This explains the conflict between marketing and sales that I see so often.)- There are three levels of marketing: 1) Responsive Marketing; 2) Anticipative Marketing; 3) Need-Shaping Marketing (i.e., "I don't serve markets. I create them." - Akio Morita, Sony).- Marketing management includes research, segmentation and targeting, positioning, branding, balancing the marketing mix of the 4 Ps, implementing, and controlling. (Implementation is the big challenge.)- You can segment markets by demographic, benefit, occasion, usage level, and lifestyle.- Marketing audits include a survey of demographics, the economy, the environment, technology, political changes, and cultural forces.- Pay close attention to managing relationships with employees, distributors, suppliers, marketing agencies, logistics agencies, the press, and the community at large.- Recruiting, selecting, hiring, training, motivating, compensating and evaluating salespeople is the task of Directors of Sales and Marketing.- Focus on getting customers, keeping customers, and growing customers.- Work to increase margin, market share and customer satisfaction. These snowflakes are just the tip of the iceberg. Remember that this book presents theory; not practice, so don't expect a cookbook. Additionally, Kotler's work does not provide solid counsel for the Internet and the disruptive innovation it is bringing. Still in all, if you are a marketer, Kotler on Marketing is a must have. It will get your wheels spinning and help organize your thoughts. Marketing Strategy 0 of 0 people found the following review helpful. Great book on marketing management By Arturo Gabriel Burbano Alarcon A great book for manager and CEOs who want to start a business campaign. It is a great book that changes your perspective about marketing. It will be better if it had more graphics to explain the book as an entire method.

Philip Kotler's name is synonymous with marketing. His textbooks have sold more than 3 million copies in 20 languages and are read as the marketing gospel in 58 countries. Now Kotler on Marketing offers his long-awaited, essential guide to marketing for managers, freshly written based on his phenomenally successful worldwide lectures on marketing for the new millennium. Through Kotler's profound insights you will quickly update your skills and knowledge of the new challenges and opportunities posed by hypercompetition, globalization, and the Internet. Here you will discover the latest thinking, concisely captured in eminently readable prose, on such hot new fields as database marketing, relationship marketing, high-tech marketing, global marketing, and marketing on the Internet. Here, too, you will find Kotler's savvy advice, which has so well served such corporate clients as ATT, General Electric, Ford, IBM, Michelin, Merck, DuPont, and Bank of America. Perhaps most important, Kotler on Marketing can be read as a penetrating book-length discourse on the 14 questions asked most frequently by managers during the 20-year history of Kotler's worldwide lectures. You will gain a new understanding of such age-old conundrums as how to select the right market segments or how to compete against lower-price competitors. You will find a wealth of cutting-edge strategies and tactics that can be applied immediately to such 21st-century challenges as reducing the enormous cost of customer acquisition and keeping current customers loyal. If your marketing strategy isn't working, Kotler's treasury of revelations offers hundreds of ideas for revitalizing it. Spend a few hours today with the world's best-known marketer and improve your marketing performance tomorrow.

.com For more than three decades, Philip Kotler has been the authority on marketing for business grad students around the world. (His seven textbooks on various aspects of the topic are available in 18 languages in 58 countries, for example, while his seminal Marketing Management is considered the most widely used volume among all MBAs.) Even with all these publications, and a consultation/seminar practice aligned with firms such as ATT, IBM, Michelin, Shell, and Merck, Kotler never committed to paper his popular theories concerning the ways in which executives and their managers should approach their real-life marketing programs. Until, that is, Kotler on Marketing. Comprehensive yet clear, this new compendium finally synthesizes Kotler's vast experiences and proven ideas into a single accessible resource. Three meaty initial sections address a series of strategic, tactical, and administrative concerns, ranging from identifying opportunities and building brand equity to utilizing outside intelligence and evaluating performance. A brief fourth part titled "Transformational Marketing" offers Kotler's perspective on "the revolutionary impact on the marketplace and marketing practice of the new technologies ... and new media" including the Internet, fax machines, sales-automation software, cable TV, videoconferencing, and "personal newspapers." --Howard Rothman From

Publishers Weekly If you want to learn marketing, you have to come to Kotler. He is both a pioneer of modern marketing and the leading popularizer of the field. His *Principles of Marketing* is ubiquitous in business schools throughout the world and he has two other textbooks for advanced classes. Now he gives readers a new way to tap his vast knowledge. The book covers the full range of marketing management and, of course, addresses Internet marketing. Readers won't find the mathematical depth or theoretical rigor that make Kotler's textbook an unpleasant surprise to students expecting an easy course. In fact, this book assumes readers will have a good deal of business experience. It's a terrific capsule of Kotler's marketing savvy. The most significant drawback is that Kotler shows only positive models of successful marketing. This is fine for illustrating general principles and techniques, but it doesn't teach the judgment required to tell good applications from foolish ones. The upshot is that uncritical readers may discover that a little learning is a dangerous thing. Despite these qualifications, this is a fine book on marketing for a general audience. Copyright 1999 Reed Business Information, Inc. From *Library Journal* Kotler, the S.C. Johnson Distinguished Professor of Marketing at the Kellogg Graduate School of Management at Northwestern University, has been writing tremendously popular marketing texts since 1969. Here he has synthesized the materials from his textbooks and marketing seminars to produce a compact and readable review of marketing theory and practice that will allow the reader a quick and thorough overview of the field. Kotler (*The Marketing of Nations*, LJ 8/96) also has a useful appendix on characteristics and strategies for marketing in various types of business. Notes listing references for further study are included, and a subject index is promised. The text is practical and thorough yet remarkably readable and digestible. As a result, this title belongs on the shelf of every business executive as well as entrepreneurs and small business people. A Littleton M. Maxwell, Business Information Ctr., Univ. of Richmond, VA Copyright 1999 Reed Business Information, Inc.