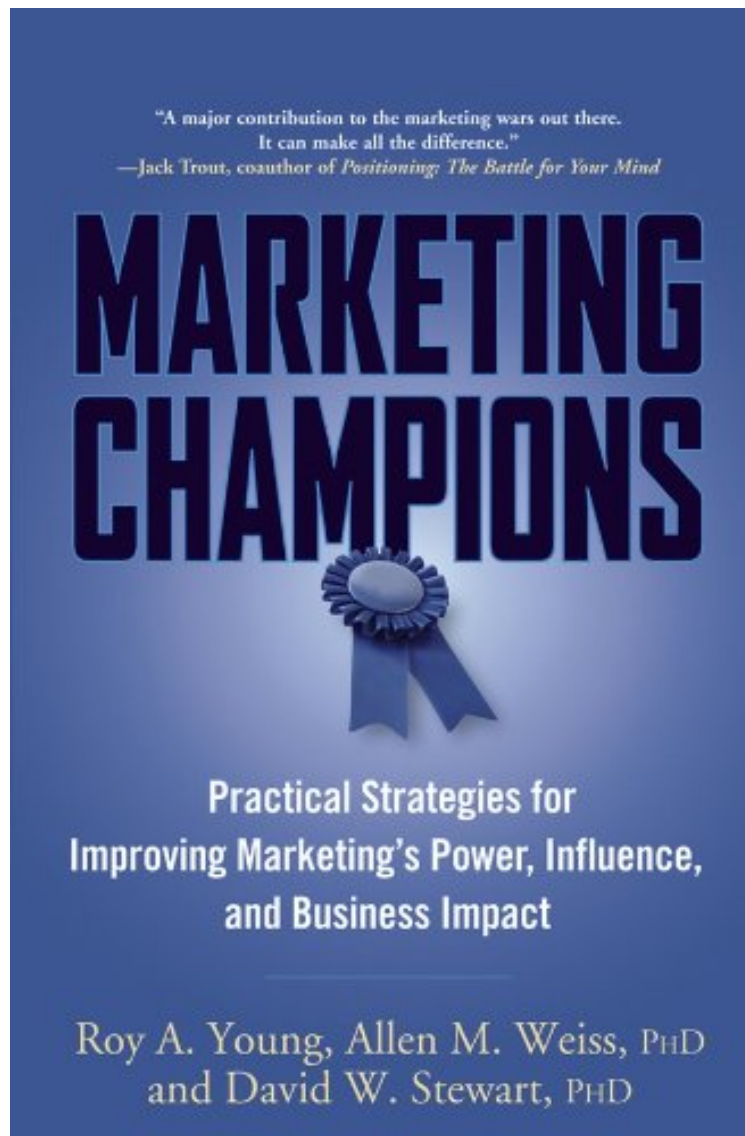


[Read download] Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence, and Business Impact

Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence, and Business Impact

Roy A. Young, Allen M. Weiss, David W. Stewart
*Download PDF | ePub | DOC | audiobook | ebooks



 Download

 Read Online

#2177223 in eBooks 2008-05-02 2008-05-02File Name: B000VIIXSM | File size: 33.Mb

Roy A. Young, Allen M. Weiss, David W. Stewart : Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence, and Business Impact before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence, and Business Impact:

0 of 0 people found the following review helpful. Fast track your careerBy BbeartooThis is a great book about being

successful as a marketer. Although it is written for marketers it would benefit people in sales, finance and product development. 0 of 0 people found the following review helpful. *Renewing Marketing's Internal Corporate Power* By J. Ilog All of the 5 star reviews are accurate, particularly the ones by Deremiah (November 16, 2006) in regards to his paragraph about marketing ideas, along with Paul Barsch (April 22, 2007) Michael Perla (September 19, 2006). At the end of each chapter, there is a SWOT analysis to help you improve yourself in the concept presented. I took over 3 pages of notes and wrote down 40+ ideas worth quoting in this review. Here are a few quotes. In the preface, they state: "To become a marketing champion--and thereby ensure your company's and your own success--you must master mission-critical competencies. 1) Tie marketing to cash flow by identifying and articulating the causal links between marketing expenditures and activities, intermediate marketing outcomes, cash-flow drivers and (ultimately) cash flow. 2) Communicate marketing's outcomes, rather than activities and tactics.... Marketing's outcomes are new sources of cash and cash itself. 3) Speak the common language of business that other executives use and appreciate. 4) Develop systematic, transparent, and repeatable processes that enable you to back up your ideas, defend your assumptions, and win support for your work. 5) Understand and serve internal customers' needs by using the same marketing tools you employ to address external customers' needs..." They also give a Marketing Compass "Managing North: You help your CEO and CFO formulate and execute the company's competitive strategy. Managing South: You build a brand for marketing that delivers unique, relevant, and sustainable value to the company. Managing East: You bust silos and build bridges to sales for short term cash flow and RD for long term cash flow. Managing West: You identify and seize opportunities on the business frontier." Page 79 gives a list of 10 business models used today. On speaking the Language of Business: "Talk in terms of lost sales, and you'll quickly get the attention of your CEO, CFO, or supervisor." There are numerous insights to be gained from this book, as it is excellent and would serve both marketers and non marketers well. 5 of 5 people found the following review helpful. *Stop Being Labeled "The Promotions Guy/Gal"*! By Paul A. Barsch If you are tired of the label, "promotions guy or gal", then this book is for you because it expands on the true definition and role of a marketer. Many companies like to put marketing in the advertising, promotions, communications box, and this is where most marketing professionals reside in the organization. However, this is a recipe for marginalization. A true marketing professional masters promotions, advertising and the like, but expands the marketing role to own the customer relationship and experience. For marketing professionals to be taken seriously and have a "seat" in executive circles they must be concerned with terms not usually associated with marketers like cash flow, earnings, shareholder value, and reputation. Even more important, marketing must contribute to corporate and business strategy with daily input and research from having a firm pulse on customer wants and future needs. Roy Young, Allen Weiss and David Stewart show that marketing can and should focus on more than just the "Promotion" aspect of marketing. Chapters detail how to work closely with others in the organization from sales, operations, finance, RD and even the executive office. The book has very limited treatment of many of the technologies (CRM, data warehousing, analytics etc...) that help enable the measurement of marketing results. But overall, its message is too powerful to not give the book five stars. As a marketer, if you like staying in the promotions box and limiting your career opportunities then don't read this book. If, however, you have aspirations of the executive suite, or at least the invitation to executive level discussions, then pick up this book and dive in!

Praise for Marketing Champions "Much has been written about the importance of using marketing principles and tools effectively. But we've paid far less attention to how marketing works within an organization--and how marketers can better interact with other prime movers in their companies. This book really delivers on this much-neglected subject--sounding a wake-up call to marketers everywhere on how to exert their influence and improve their contribution to cash flow." --Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "The authors understand that marketing is now the most important force within an organization--if you can figure out how to coordinate the rest of your colleagues. This book shows you how." --Seth Godin, author of *Small Is the New Big* "This leadership guide is a must-read for every executive who wants to understand the crucial connection between marketing and bottom-line results." --Warren Bennis, Distinguished Professor of Business Administration, University of Southern California, and author of *On Becoming a Leader* "The best marketing leaders are those who can harness the power of the enterprise--not just lead the marketing team. This book will give you the ability to align and inspire the entire company." --Jerry Noonan, Spencer Stuart

"hellip;this superb new bookhellip;is essential reading for those looking to develop their leadership skills and become 'marketing champions' in their organisations". (The Marketer, June 2007) From the Inside Flap Marketing is the engine of every enterprise, responsible for communicating with consumers and connecting them with the products they need. Yet in many organizations, marketing is underutilized, underfunded, and unable to make its full contribution to the company. This is due to a fundamental lack of communication--not between marketers and customers, but between marketing and corporate leadership. Too often, top executives fail to comprehend the true value of marketing and the contribution marketing makes to the bottom line. And without proper metrics for measuring effectiveness, marketers have trouble demonstrating how valuable they truly are. As a result, when a company struggles and the

corporate belt tightens, it's the marketing department that bears the brunt. But this just makes marketing less effective and companies less profitable. In every business, the marketing department should be an influential, powerful, and critical part of the operation. Marketing Champions will show you how to break out of this cycle and make marketing the center of your organization. Marketing Champions will show you how to debunk common myths about marketing, translate the language of marketing into the language of business, and make marketing matter to corporate leadership. Most important, you'll learn how to define the metrics of marketing success and establish repeatable, transparent processes that show the reasoning behind—and the potential payoff of—every marketing decision you make. With these tools at hand, you can prove your importance to top leadership and wield more influence than ever before. If you're a marketer dedicated to helping your company succeed—and boosting your career in the process—you must learn to connect what you do with your company's bottom line. And you must learn how to communicate that value to corporate leadership. If you do, you'll be a Marketing Champion.

From the Back Cover
Praise for Marketing Champions "Much has been written about the importance of using marketing principles and tools effectively. But we've paid far less attention to how marketing works within an organization—and how marketers can better interact with other prime movers in their companies. This book really delivers on this much-neglected subject—sounding a wake-up call to marketers everywhere on how to exert their influence and improve their contribution to cash flow." —Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "The authors understand that marketing is now the most important force within an organization—if you can figure out how to coordinate the rest of your colleagues. This book shows you how." —Seth Godin, author of Small Is the New Big "This leadership guide is a must-read for every executive who wants to understand the crucial connection between marketing and bottom-line results." —Warren Bennis, Distinguished Professor of Business Administration, University of Southern California, and author of On Becoming a Leader "The best marketing leaders are those who can harness the power of the enterprise—not just lead the marketing team. This book will give you the ability to align and inspire the entire company." —Jerry Noonan, Spencer Stuart