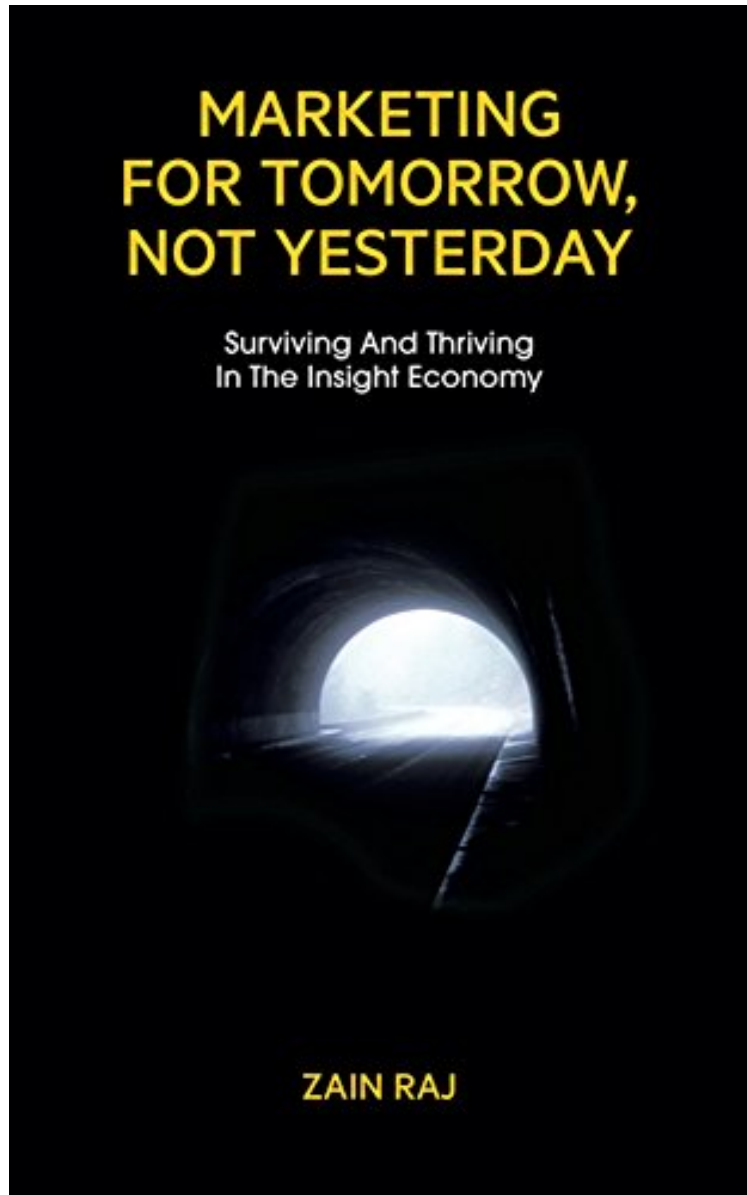


(Read free ebook) Marketing for Tomorrow, Not Yesterday: Surviving and Thriving in the Insight Economy

Marketing for Tomorrow, Not Yesterday: Surviving and Thriving in the Insight Economy

Zain Raj

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



READ ONLINE

#1391640 in eBooks 2015-11-03 2015-11-03File Name: B017OKTM7K | File size: 64.Mb

Zain Raj : Marketing for Tomorrow, Not Yesterday: Surviving and Thriving in the Insight Economy before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing for Tomorrow, Not Yesterday: Surviving and Thriving in the Insight Economy:

0 of 0 people found the following review helpful. Why successful modern marketers are like decathletes!By Douglas

N. Burdett[[VIDEOID:a70d20f0ee632167271c976fc68d07a7]] Hi, Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book ldquo;Marketing for Tomorrow, Not Yesterday: Surviving And Thriving In The Insight Economyrdquo; by Zain Raj. While itrsquo;s hard to notice, we are living through a period of massive change in marketing. In fact, a research study by Adobe found that 76% of marketers think marketing has changed more in the past two years than the previous 50. The role of marketers is quickly moving from being the ldquo;make it prettyrdquo; department to being held accountable for results tied to revenues. Not only is that terrifying for many traditional marketers, lots of CEOs and boards are waking up to the fact that their old-school marketing people have not evolved and are increasingly irrelevant. Which might explain why a Fournaise Group study determined that 80% of CEOs donrsquo;t trust and are not impressed with their marketing teams. Too many marketers today are marketing for yesterday. Like an army preparing to fight the last war. That rarely ends well. Zain Rajrsquo;s book explains why all this change is happening, how it is affecting marketing and, most importantly, helps you separate the signal from the noise and get back to basics that are important for modern marketing. One of my favorite ideas from the book is the concept that successful modern marketers are like decathletes ndash; achieving strength in multiple disciplines ndash; as opposed to being one sport wonders. After reading this book, yoursquo;ll find yourself applying the litmus test of modern marketing by knowing if your marketing is oriented to the past or the future. And, to listen to an interview with Zain Raj about ldquo;Marketing for Tomorrow, Not Yesterday,rdquo; visit MarketingBookPodcast.com. 0 of 0 people found the following review helpful. Tough love and wry humor. By Gail Oesterle. At the intersection of accounting and marketing comes Zain Raj. Although I expected it to be a continuation of Brand Sense, this book looks into the future and is filled with Rajrsquo;s signature wry humor. Whatsquo;s Raj is arguing is an overhaul of a system that needs that focuses on doubling down on what works, paying attention to the 80-20 rules, and cultivating an environment for insights. Rajrsquo;s argument is so simple itrsquo;s almost problematic: Find out what the customersrsquo;s want and give it to them. The problem that companies seem to be having is they donrsquo;t *know* what they want. They want to know what actions bring results. They want to know what their customers really want hellip; something that isnrsquo;t so simple as just digging through data. Irsquo;m reminded of the story of Swiffer in ldquo;Imagine: How Creativity Works.rdquo; The team in that story faced the problem of how to change mopping and dusting hellip; and theirsquo;re incite came after looking at the same data, same boring videos for months on end -- and they realized what the customer really wanted. And they acted on it. Itrsquo;s those insights that bring a new product or sales pitch to life. And like Zain who focuses on interdisciplinary responses, he encourages marketers to be a ldquo;Marketing Decathlete,rdquo; marrying the best of the old marketing concepts with the future of the brand. Recommended if yoursquo;ve enjoyed: From Good to Great: Why Some Companies Make the Leap...and Others Don't; Imagine: How Creativity Works; and Material Change: Design Thinking in the Social Entrepreneurship Movement; Solving Problems with Design Thinking: 10 Stories of What Worked. 0 of 0 people found the following review helpful. A short and valuable read for all marketers. By jtk "legacy companies get so wrapped up in their own histories...that they find it hard to see other ways to operate" "CEOs are asking for ...ideas that deliver strong results that have measurable business outcomes." With these two statements Zain Raj launches his discussion on how CMOs must approach their jobs in today's world. With so much data available, analysis / paralysis is the danger and Zain reminds us that the power of simplicity is paramount to CMOs success. Zain offers us five fundamental rules to manage businesses in this insight economy and paramount to these, he reminds us to remember our best customers, treat them as people and not just data points. They are the not just driving most of a company's profits, they are resources that CMOs can leverage to identify issues and solve problems. In just 11 chapters, Zain weaves real life company examples with personal and family anecdotes to make this book not just a valuable business resource, but also a very enjoyable read. For any CMO or for that matter any marketer reading this book will give them a head start preparing for tomorrow's business challenges.

It's not enough to play by the old rules of marketing anymore. They've changed - for good. In today's world, the Insight Economy™, even some of the most steadfast and iconic mega-brands are stumbling as they fail to recognize that we've moved into a new future. We've got educated consumers, brilliant technological advancements, and more channels than ever before. In Marketing for Tomorrow, Not Yesterday, Zain Raj has scripted a guidebook full of wit and hard-won wisdom that shows how truly understanding your core customer and getting back to basics, is the way that you can conquer complex problems and learn to thrive in this Cambrian era of marketing. With powerful first-hand stories, this book has answers to your questions about how to cut through the noise of big data, how much you should (or shouldn't) invest in social media, and how to craft marketing and brand-building strategies that net you loyal customers and a long and happy shelf life.