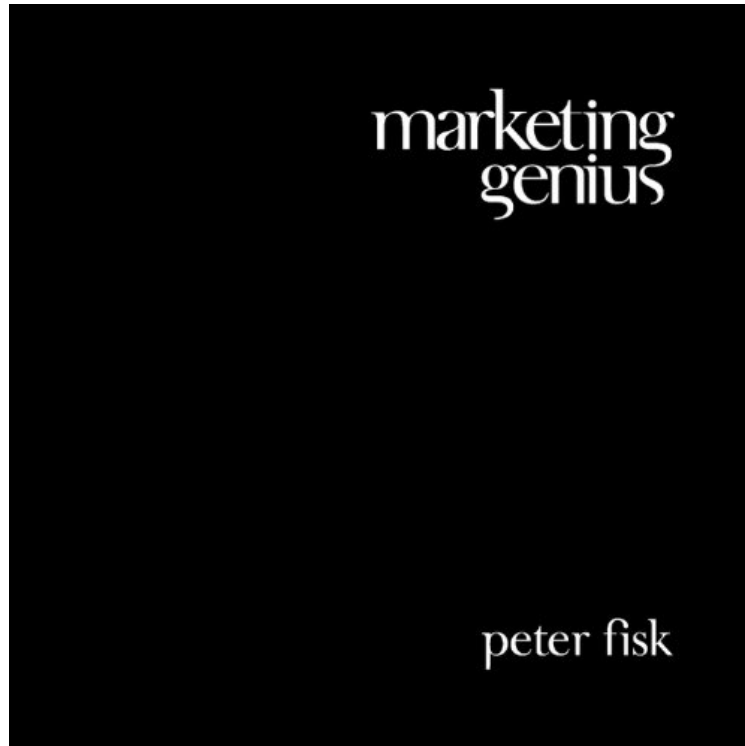


(Ebook free) Marketing Genius

Marketing Genius

Peter Fisk

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Peter Fisk : Marketing Genius before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Genius:

0 of 0 people found the following review helpful. The glossy under the marketing textsBy jan willem den oudstenMaybe Peter Fisk simply had the bad fortune I read his book along Jim Stengel's Grow. Or maybe it is just that i'm too much of an action oriented person.Fisk's book is full of lists, full of people who have done great things. It's not a receipebook, nor does it intent to be that. Yet it sometimes suggests that if you want to become a marketing genius, this is the book to read.Maybe it's the whole concept, the Rambo approach to doing things: there is one man that can do it all, alone. The genius who can fix it: the Von Neumann, the Turing. But is that what you need in a people's business? Wouldn't you rather have a people person? Someone who listens, who is able to subsequently uses what he has heard to think into the box from the outside.Again, an OK book, yet why not ask for more than OK?2 of 2 people found the following review helpful. Nothing practical and nothing you don't knowBy Gustavas JankauskasA book with a tittle "Marketing genius" creates high expectations. Even higher expectations are created in the foreword, when author claims that this book will awaken a marketing genius inside you.Sadly, it ain't true. This book is just a compilation of the success stories everyone in the marketing knows by heart: Starbucks, Nike, Apple, you name it. These stories are followed up by such "inspiring" phrases "be creative", "look at what Apple does" and so on. In authors mind, as I understand, these two things should work and bring a marketing genius out of you. I really would like to hear at least one testimonial it did.To sum it up you can read it if you're a starter in marketing or just want to know more about it. But if it's pat of your job - don't waste your time: this book cannot offer you anything you don't

know.0 of 0 people found the following review helpful. Enriched are those that readBy PrincessciderGood things come to those that wait, and now that Peter Fisk has launched marketing genius we can only hope that the mundane silo marketers can start to apply some of the presented practices and modules within the book to really achieve marketing greatness.If there was ever a book that needed to be picked up as a core text for those starting to study marketing then this should be the one, not only does it provide clarity and concise explanation but it allows the reader to explore and draw their own conclusions on the markets in which they currently work and those that they wish they worked in.I encourage everyone to read this book, it might just be the little black book that provides the necessary stepping stones you are looking for.Jenny

The little black book of marketing is here. Marketing guru Peter Fisk's inspirational manual of marketing shows you how to inject marketing genius into your business to stand out from the crowd and deliver exceptional results. Marketing Genius is about achieving genius in your business and its markets, through your everyday decisions and actions. It combines the deep intelligence and radical creativity required to make sense of, and stand out in today's markets. It applies the genius of Einstein and Picasso to the challenges of marketing, brands and innovation, to deliver exceptional impact in the market and on the bottom line. Marketers need new ways of thinking and more radical creativity. Here you will learn from some of the world's most innovative brands and marketers ndash; from Alessi to Zara, Jones Soda to Jet Blue, Google to Innocent. Peter Fisk is a highly experienced marketer. He spent many years working for the likes of British Airways and American Express, Coca Cola and Microsoft. He was the CEO of the world's largest professional marketing organisation, the Chartered Institute of Marketing, and lead the global marketing practice of PA Consulting Group. He writes and speaks regularly on all aspects of marketing. He has authored over 50 papers, published around the world, and is co-author of the FT Handbook of Management. "Marketers who want to recharge their left and right brains can do no better than read Marketing Genius. It's all there: concepts, tools, companies and stories of inspired marketers." mdash;Professor Philip Kotler, Kellogg Graduate School of Management, and author of Marketing Management "A fantastic book, full of relevant learning. The mass market is dead. The consumer is boss. Imagination, intuition and inspiration reign. Geniuses wanted." mdash;Kevin Roberts, Worldwide CEO Saatchi Saatchi, and author of Lovemarks "This is a clever book: it tells you all the things you need to think, know and do to make money from customers and then calls you a genius for reading it." mdash;Hamish Pringle, Director General of Institute of Practitioners in Advertising, and author of Celebrity Sells "This is a truly prodigious book. Peter Fisk is experienced, urbane and creative, all the attributes one would expect from a top marketer. The case histories in this book are inspirational and Peter's writing style is engaging and very much to the point. This book deserves a special place in the substantial library of books on marketing." mdash;Professor Malcolm McDonald, Cranfield School of Management, and author of Marketing Plans "Customers, brands and marketing should sit at the heart of every business's strategy and performance today. Marketing Genius explains why this matters more than ever, and how to achieve it for business and personal success" mdash;Professor John Quelch, Professor of Business Administration at Harvard Business School and author of New Global Brands "Marketing Genius offers marketers 99% inspiration for only 1% perspiration." mdash;Hugh Burkitt, CEO, The Marketing Society

"...a good roundup of important marketing theory with some great case studies...." (Brand Strategy, April 2006) "...truly inspiring book..." (Brand Strategy, June 2006) "...exceptional writer..." (bubblewrap, June 2006) "...fascinating read..." (Irish Entrepreneur, June 2006) "...spot on..." (Simon Wakeman Journal, June 2006)From the Back Cover"A fantastic book, full of relevant learning. The mass market is dead. The consumer is boss. Imagination, intuition and inspiration reign. Geniuses wanted." Kevin Roberts, Worldwide CEO Saatchi Saatchi, and author of Lovemarks Genius = intelligence + imagination = extraordinary results You need to be a genius to do marketing today. Markets are incredibly complex, customers demand ever more and competition is intense. Marketing injects the customer insight and creative thinking that gives business its edge. However it must combine this with the analytical and commercial rigour that drives strategy, innovation and profitable growth. From the vision of Apple to the insight of Zara, the passion of Nike and irreverence of Jones Soda, the entrepreneurship of Jet Blue and thrill of Agent Provocateur, today's leading brands and marketers think and act differently. The genius of marketing lies in the ability to connect outside and inside, markets and business, customers and shareholders, creativity and analysis, promises and reality, today and tomorrow. Genius marketers, like Einstein and Picasso, apply intelligence in more imaginative ways. They use their left and right brains to seize the best opportunities, to stand out from the crowd and to lead the business. Marketing guru Peter Fisk's insightful, provocative and inspiring book brings together the challenges and opportunities for marketing today and shows you how to inject marketing genius into your business for exceptional results. You could be a marketing genius too. Are you ready?About the AuthorPeter Fisk is a highly experienced marketer. He spent many years working for the likes of British Airways and American Express, Coca Cola and Microsoft. He was the CEO of the world's largest professional marketing organisation, the Chartered Institute of Marketing, and lead the global marketing practice of PA Consulting Group. He writes and speaks

regularly on all aspects of marketing. He has authored over 50 papers, published around the world, and is co-author of the FT Handbook of Management.