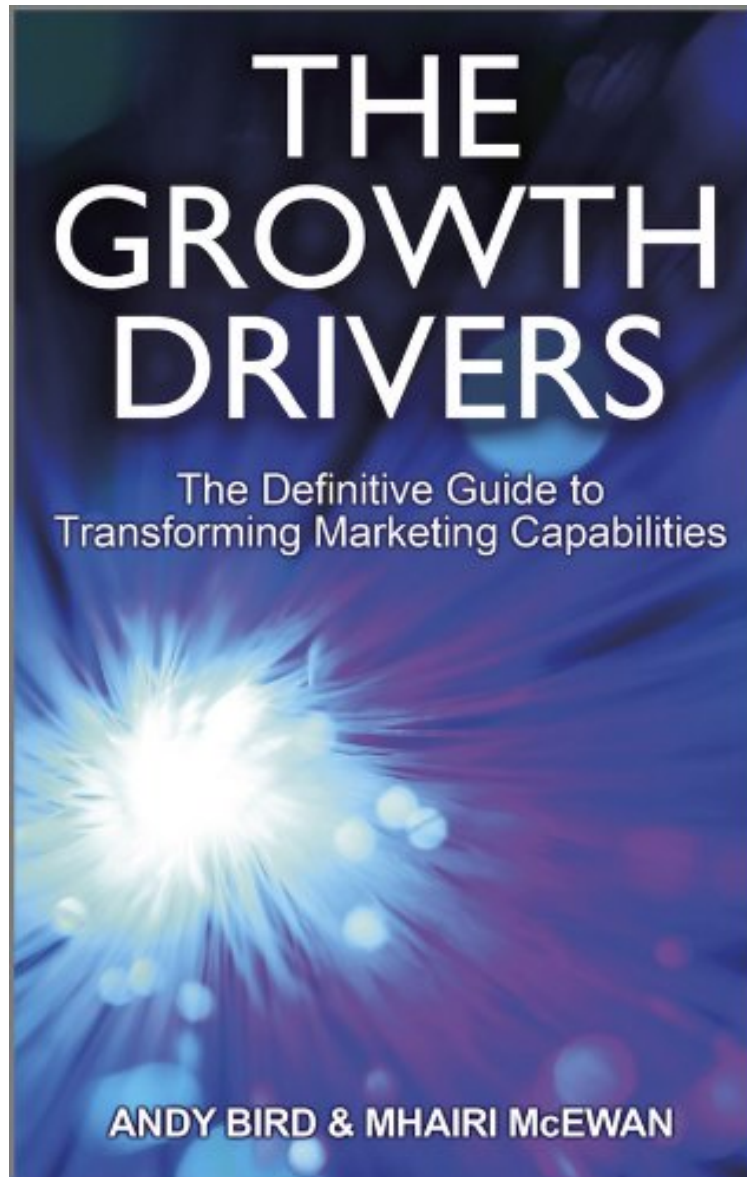


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The Growth Drivers: The Definitive Guide to Transforming Marketing Capabilities

Andy Bird, Mhairi McEwan

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Andy Bird, Mhairi McEwan : The Growth Drivers: The Definitive Guide to Transforming Marketing Capabilities before purchasing it in order to gage whether or not it would be worth my time, and all praised The Growth Drivers: The Definitive Guide to Transforming Marketing Capabilities:

0 of 0 people found the following review helpful. Good as Far as it GoesBy Louis De BearI am a serial entrepreneur, a

University lecturer in, Russia, Italy and the USA in Business Economics and International Law and am an international business and peak performance consultant. As such, I have read a plethora of business, motivational, peak performance, coaching, team building psychology type of books over 22 years. In fact I have enough books at home, on these subjects, to sink several ships. So my comments on this book are based upon real and theoretical business experience. I am experienced and versed in marketing and advertising techniques and have been a consultant to a number of businesses based in the USA, who have wanted to market their products in the European Union. I therefore ordered this book thinking that it would enhance my knowledge in this area. To begin with it says it is the definitive guide to transforming marketing capabilities. I must agree with other reviewers, that this book is in no way a definitive guide, there is a lot missing in its content to be such a guide. The area it excels in is transforming marketing capabilities for products that target "end user" consumer markets but not specialist markets for specialist organisations. If you are in such a specialist market, this book will be of little use. The information contained within this publication looks not at the theoretical question of what is marketing, but at the functional issues of marketing and how it works to drive profits. It tells its tale by using a plethora of useful case studies to highlight the points it tries to get across. I like the content and style of the book and I have learnt things from it, that will increase the productivity of the marketing campaigns I advise on. The issue is that it does not delve far enough nor go into enough detail for it to be a definite guide. It is a departure from the normal marketing books I have read and reviewed in the past, as it is far more about the practical dynamics of marketing than many of the theoretical tomes I have read. It is a good read and has many useful ideas but you need to know it is aimed at a small section of marketeers, ie those who market products directly to the public. Recommended with caution. 1 of 1 people found the following review helpful. A valuable read By Sir Roger Carr, President of the CBI The task of driving sustainable, profitable growth is of critical importance to organizations across the globe and I believe this book will undoubtedly make a contribution to meeting that challenge. The authors argue that effective marketing has a vital role to play in this mission - and they are right. The book is a practical guide to what organizations can do to transform themselves to meet these challenges and is filled with deep insight and the grounded practical experience of international business leaders. Its message is an optimistic one - any organization with the right focus and effort can build stronger marketing capabilities to help drive demand - led growth. 0 of 0 people found the following review helpful. Some useful stuff By The Emperor This had some useful advice and analysis. It is generally quite easy to follow and it is well presented. It is reasonably written and not as turgid as similar books can be. There are plenty of business anecdote but I would have like a bit more of an in depth treatment of some issues. I felt at times that it tries to cover too much and as a consequence it can be a little shallow. It is fairly short but thankfully it generally gets to the point and despite some jargon it thankfully doesn't waffle on too much. It does seem a tad expensive but not unreasonable for a business book. It is quite well produced and some of the diagrams were genuinely useful.

The Growth Drivers is a practical guide to building marketing capabilities. It explains why it is critical that organizations invest in the capabilities needed to excel at customer-centric marketing to drive growth. The authors explain what world-class marketing means in practice and reveal the power of strategic marketing as a dynamic propeller of growth. Each chapter includes a summary, a separate in-depth case study, a range of illustrative real-life examples and some practical tools based on the work of leading practitioners in this pioneering field, as well as relevant diagrams and pictures.