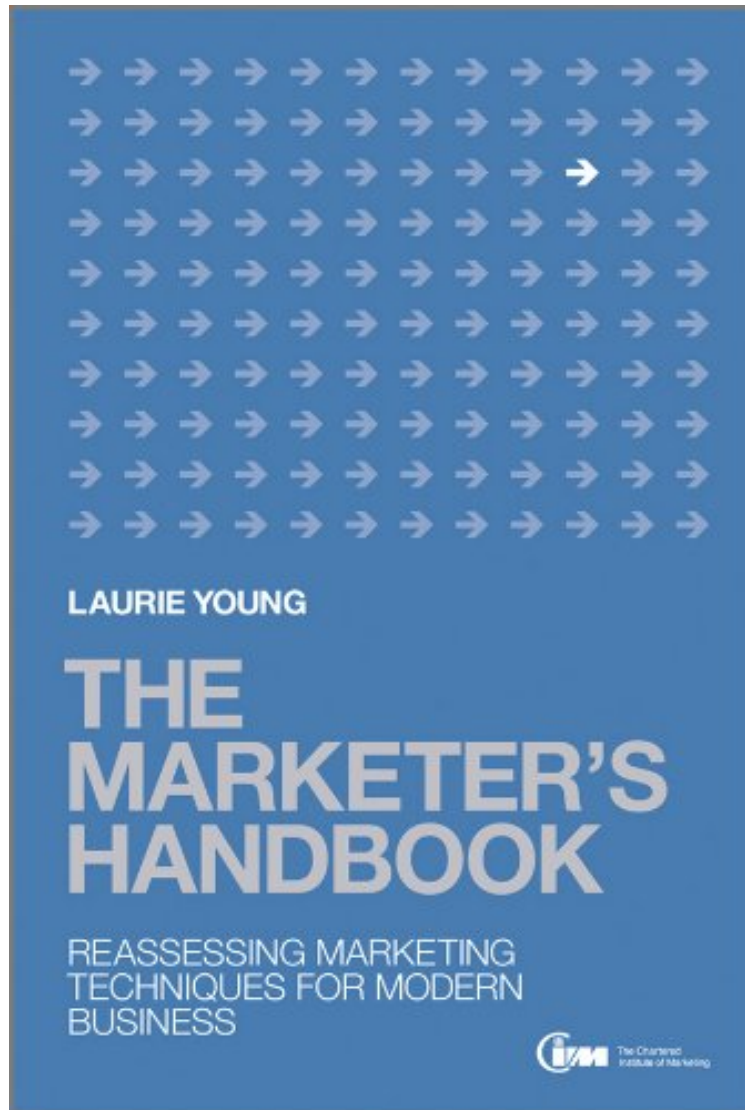


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# The Marketer's Handbook: Reassessing Marketing Techniques for Modern Business

Laurie Young

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**Laurie Young : The Marketer's Handbook: Reassessing Marketing Techniques for Modern Business** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Marketer's Handbook: Reassessing Marketing Techniques for Modern Business:

0 of 0 people found the following review helpful. Instant marketing degreeBy Grant BGreat book that offers a huge depth of information about marketing theory, matched by Young's wise, lively and sometimes sharp critique of its application in today's business world.As someone who has found their way into marketing via other fields (but now edits a whole journal on the topic), I'm finding it a great way to understand key concepts. I'm also appreciating the

comprehensive lists of further reading at the end of each item. I use the present tense because I'm still going - it is 493 pages! Thoroughly recommended, and note it was completed in mid 2010 so it's right up to date. 0 of 0 people found the following review helpful. Re-invention of Many Obsolete Marketing Theories By Louis De Bear I am a working business consultant, peak performance expert and University lecturer in the USA and Russia. I am also a serial entrepreneur having owned a number of businesses in the US and EU. As such I have both an academic Masters in Business Economics and over 20 years of practical business experience. I also act as a small business mentor to young start up businesses in Lancashire, UK. As such I have studied, taught and used many different marketing techniques and models over the years, to enhance a variety of business types in a multitude of sectors. As such I read this book expecting great things from it. I have to say it did not disappoint on a theoretical level but many of the theories and subsequent analysis have limited practical application in the real business world. The book is quite long, it is a bit wordy and is not succinct. It does not use pretty pictures and it is all printed in black and white. One reviewer called it rather monotone, which is quite a good description. So the aesthetics of the book is not its strongest point. Where the book does excel is in the examination of marketing theories and models such as the old AIDA model. The author analyses what is wrong with the concepts and ideas and offers solutions and suggestions to improve or totally rewrite the model within modern business theory. I have to agree with the authors analysis in so many different theoretical areas of marketing. The problem I have with this book is that in reality most of the model analysis would have limited applicability in the real world of business marketing. This book is really written for the student of marketing rather than a real world practitioner or small business owner. It also took me a long time to read it as it is very dry in its analysis and is not an easy read. This is really an academic type of marketing book, that is best suited to sit on a University shelf, to help the student to critically analyse marketing theory for an essay or dissertation, rather than being of practical help to a small business owner. As such there is nothing wrong with the book, so long as the buyer understands what they are purchasing. If you are a small business owner, wanting marketing help, this is not really the book for you. If you are a student on a business/marketing related course it provides great analysis of the traditional theories and models of marketing and will help you write academic essays. Good book but of limited help to a small business owner. 0 of 0 people found the following review helpful. Book that won't gather dust By Mrs. Louella Miles As someone who has been writing about marketing for over 30 years, it is fascinating to read a book which not only lists the concepts and techniques that make up this discipline but also rates them. Is the author foolhardy? Possibly. Brave? Definitely! What is undisputed is the author's background in marketing which gives him the gravitas to attempt such a task. I particularly like the use of case studies, such as the one on 'Positioning Virgin in the media market', which always make topics come alive. To those coming new to this area, this book will be invaluable. I can't imagine it gathering dust on the shelf as so many management tomes do, but being used on a regular basis. I can also imagine newby marketers (and possibly experienced ones) challenging him on his ratings for various items and offering alternatives. Which is all good for marketing - because it should not be set in stone. It is to be hoped that it evolves constantly, with certain topics - like behavioural economics, currently - re-emerging and challenging traditional thinking. Quibbles? Yes, I have a few - but as Frank Sinatra would have said: too few to mention. For instance, I might confess that were I to have written the section on research - and within it qualitative research - I might not have omitted the contributions of Dr Ernest Dichter and later Bill Schrackman, who was credited with importing what was then called 'motivational research' to the UK. I would also have included Wendy Gordon for her work in this area. Yet I would not have had Laurie's courage to attempt an exercise on this scale. Who to keep in? Who should stay out? I hope it's one of those books that is updated every few years, because it will be fascinating how it changes, too.

This book, written by a senior marketer with over thirty years experience of using marketing techniques and concepts, sets out to describe, contextualize and rate them. Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively. Its conclusion is that seasoned professionals must use their judgement about when and how to use them, but they also need to understand them in depth if they are going to make well-rounded, effective investment decisions. Above all it asks: 'how useful and relevant is this concept? Will it improve decision making? Does the damn thing have any credibility and does it work?' This book combines a rigorous review of a wide range of marketing concepts with many practical examples and case studies. It can be read or dipped into both by seasoned professionals and by those just embarking on their marketing career. Sir Paul Judge, President, Chartered Institute of Marketing; Laurie Young casts an experienced and skeptical eye on many cherished marketing concepts and techniques. He provides an antidote to the tendency to adopt them without understanding their limitations and possibilities. Professor George Day, The Wharton School, Chairman of the American Marketing Association; Laurie Young has produced nothing less than the A-Z of marketing. He has journeyed far and wide mapping out hundreds of business, marketing and communications models to produce an extremely useful industry atlas. Certainly it will find a well-thumbed home on my bookshelf. Hamish Pringle, Director General, Institute of Practitioners in Advertising; This book is much needed by marketing. Its value is in challenging concepts, some of which have been the accepted norm for a long time. But as this book shows, some of these may no longer be relevant and appropriate for marketers in today's consumer

environment." Mike Johnston, CEO, Dairy Council of Northern Ireland and former Chairman of the Chartered Institute of Marketing; Senior marketers, like those who make up the membership of the Marketing Society, hone the methods and techniques they favour as their career develops. Laurie Young clearly did that and an experienced voice shines through this critique. It is heartening to find that so many concepts have a long history of producing real value for businesses but alarming to find so many of the theorists' favourites to be so groundless." Hugh Burkitt, CEO, The Marketing Society

'Arranged into easy-to-follow, alphabetical chapters, it's a handbook in the purest sense; perfect for dipping in and out of.' (PRMedia Blog.com, April 2011). '...reassesses many of the tools and concepts by which business executives try to attract revenue and grow their companies.' (Oxfordcollegeofmarketing.com, April 2011). 'An astonishingly thoughtful and intelligent overview.' (Professional Marketing, Sept 2011). 'An encyclopedia of marketing theory...a comprehensive handbook covering all elements of marketing, and how they work in practice.' (Admap, March 2012) From the Inside Flap Walk into any reputable book shop and you would think that marketing people are really stupid. There are books on the "principles of marketing", "introduction to marketing", "marketing for dummies", "new rules" on various bits of marketing and, most irritating of all, a plethora of opinionated nonsense on the latest whizzo ideas. Admittedly, most marketing people find that, after university, their early jobs contain activities which are nothing at all to do with the concepts they learnt. They might be absorbed in creating email blasts, researching latest trends on the web, preparing PowerPoint presentations for senior people or putting out the chairs for events. Some rarely see a marketing plan or a portfolio analysis until they progress in their career. Yet there comes a time when they might need to express an idea or a new strategy to their boss, their colleagues or, more worrying, to a customer. Many reach for models and concepts taught when they were at college. Contrary to popular belief, there are thousands upon thousands of people all over the world who try to use ideas, tools, techniques and concepts to express the thinking behind marketing initiatives. Unfortunately many of these ideas do not stand up to the rigour of debate amongst experienced senior people. For instance: Ansoff's matrix has much more depth; and Messages that are the complete opposite of the way it is routinely taught. AIDA, still used by many world-wide organisations to measure the success of campaigns, was invented by an advertising consultant in 1899 debunked by a behavioural psychologist in 1925. Boston matrices are nothing much to do with product life cycles. Brands are more than just a packing afterthought, but the ability to create valuable propositions that last several hundred years. Some powerful techniques, like thought leadership, business-to-business marketing, network marketing; viral marketing, have been neglected in the canon of marketing knowledge. From the Back Cover This book, written by a senior marketer with over thirty years experience of using marketing techniques and concepts, sets out to describe, contextualize and rate them. Its prime emphasis is on understanding their status so that they can be used to direct the use of shareholder funds effectively. Its conclusion is that seasoned professionals must use their judgement about when and how to use them, but they also need to understand them in depth if they are going to make well-rounded, effective investment decisions. Above all it asks: "how useful and relevant is this concept? Will it improve decision making? Does the damn thing have any credibility and does it work?"