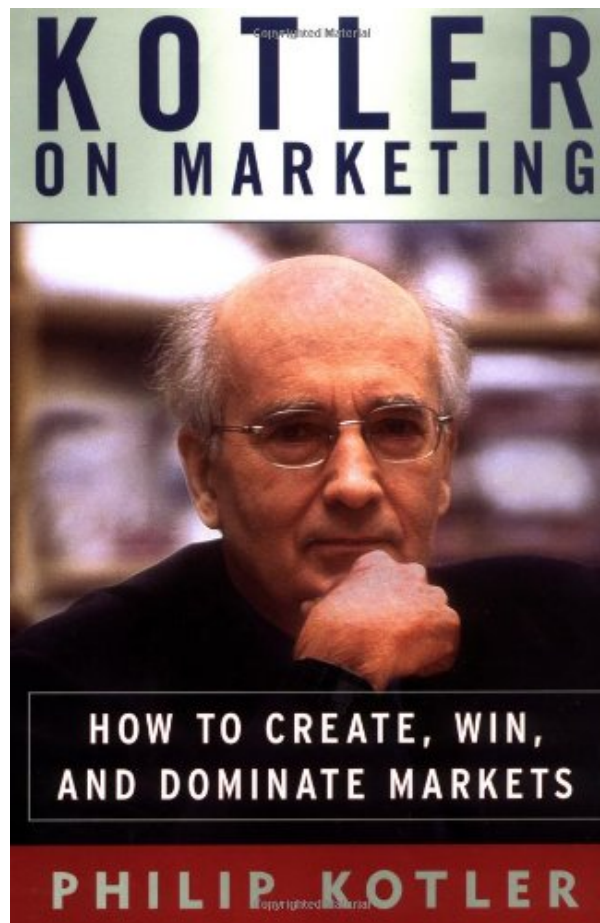
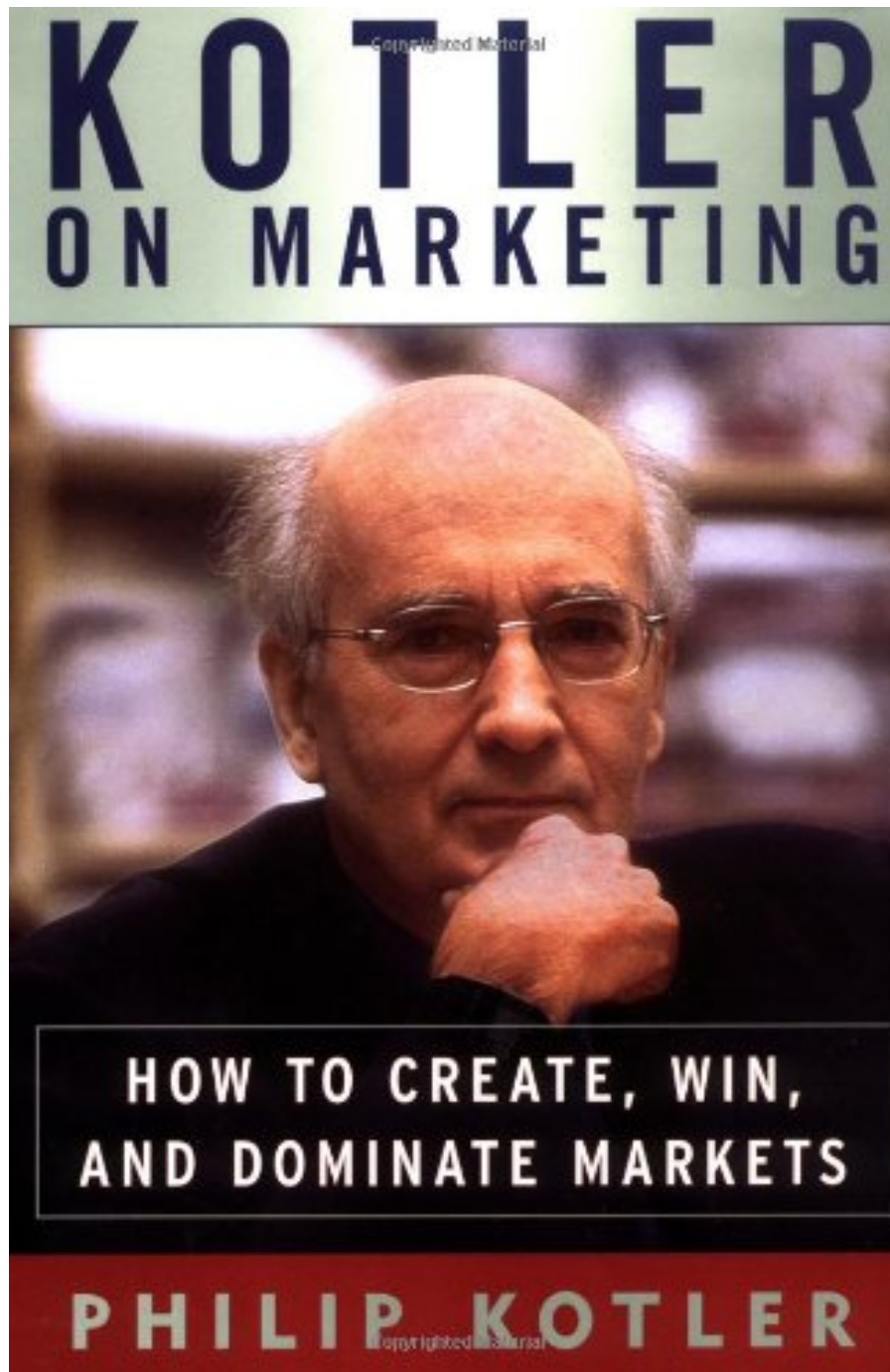


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CREATE, WIN, AND DOMINATE MARKETS  
BY PHILIP KOTLER**



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Kotler, the S.C. Johnson Distinguished Professor of Marketing at the Kellogg Graduate School of Management at Northwestern University, has been writing tremendously popular marketing texts since 1969. Here he has synthesized the materials from his textbooks and marketing seminars to produce a compact and readable review of marketing theory and practice that will allow the reader a quick and thorough overview of the field. Kotler (*The Marketing of Nations*, LJ 8/96) also has a useful appendix on characteristics and strategies for marketing in various types of business. Notes listing references for further study are included, and a subject index is promised. The text is practical and thorough yet remarkably readable and digestible. As a result, this title belongs on the shelf of every business executive as well as entrepreneurs and small business people. ALittleton M. Maxwell, Business Information Ctr., Univ. of Richmond, VA  
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Philip Kotler's name is synonymous with marketing. His textbooks have sold more than 3 million copies in 20 languages and are read as the marketing gospel in 58 countries. Now Kotler on Marketing offers his long-awaited, essential guide to marketing for managers, freshly written based on his phenomenally successful worldwide lectures on marketing for the new millennium.

Through Kotler's profound insights you will quickly update your skills and knowledge of the new challenges and opportunities posed by hypercompetition, globalization, and the Internet. Here you will discover the latest thinking, concisely captured in eminently readable prose, on such hot new fields as database marketing, relationship marketing, high-tech marketing, global marketing, and marketing on the Internet. Here, too, you will find Kotler's savvy advice, which has so well served such corporate clients as AT&T, General Electric, Ford, IBM, Michelin, Merck, DuPont, and Bank of America. Perhaps most important, Kotler on Marketing can be read as a penetrating book-length discourse on the 14 questions asked most frequently by managers during the 20-year history of Kotler's worldwide lectures. You will gain a new understanding of such age-old conundrums as how to select the right market segments or how to compete against lower-price competitors. You will find a wealth of cutting-edge strategies and tactics that can be applied immediately to such 21st-century challenges as reducing the enormous cost of customer acquisition and keeping current customers loyal.

If your marketing strategy isn't working, Kotler's treasury of revelations offers hundreds of ideas for revitalizing it. Spend a few hours today with the world's bestknown marketer and improve your marketing performance tomorrow.

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Awful Kindle version

By Aleksandar Kova?

As some other readers mentioned before, this book is strangely distanced (or ignorant?) of the markets springing from technological and communication development of the last twenty years or so. Funny thing is, the Kindle edition of his book maintains this technological ignorance. For your 'entertainment' Kindle version does not contain table of contents or pagination. And it is a big book, mind you! Then, most of the 'exhibits', (sample texts from referenced sources used to describe what the book is trying to convey) are pasted in, in a random fashion into the main text. There is no way to jump between these, either. A book prepared as (un)prepared as this one could hardly 'create, win and dominate' any market, but you know, Mr. Kotler is a 'brand'. With all the goodies and baddies you could connect to that abstract term.

This book epitomizes an economic outlook fit for this age of unabated capitalism. Oh, it is concise and well written. So well in fact, that as a consumer, it even hurts to read and learn. Probably hugely inspiring to marketing younglings, but... somehow ethically and morally shallow. Then again, it is not a book on ethics or moral. It's on marketing! ;)

0 of 0 people found the following review helpful.

Classic 20th century concepts. Very little 21st century marketing. Quick read for beginners but nothing new in here.

By C. GRECO

This was the textbook for a marketing class I took in Spring 2015. With the cost of textbooks these days, 5 stars to the professor for not using a \$250 textbook! The book itself is a very quick and easy read, though quite outdated. Not a lot on 21st century social media, email, or internet marketing, but overall the fundamental 20th century concepts are timeless and priceless... especially for only \$10! Not a book for advanced marketing students or professionals, but if you want a crash course on the basics, this will do it.

0 of 0 people found the following review helpful.

A Thick Stew of Marketing Theory

By Dan Wallace

Phil Kotler's neurons have cataloged and cross-indexed a vast library of marketing theory. Kotler on Marketing is a central compendium of big marketing ideas in my opinion. It is dense and at sometimes overwhelming, but the mental workout is well worth the effort. It's hard to know where to begin, even though this book is only 220 pages long. So in brief, here are some of my salient gleanings:

- One can market products, people, places, ideas, experiences and organizations.
- The central purpose of marketing is demand management through exchanges, relationships and networks.
- You can dominate markets through higher quality, better service, lower prices, higher market share, customization, product innovation, and exceeding customer expectations. It also pays to enter high-growth markets.
- Peter Drucker said, "the aim of marketing is to make selling superfluous." (This explains the conflict between marketing and sales that I see so often.)
- There are three levels of marketing: 1) Responsive Marketing; 2) Anticipative Marketing; 3) Need-Shaping Marketing (i.e., "I don't serve markets. I create them." - Akio Morita, Sony).
- Marketing management includes research, segmentation and targeting, positioning, branding, balancing the marketing mix of the 4 Ps, implementing, and controlling. (Implementation is the big challenge.)
- You can segment markets by demographic, benefit, occasion, usage level, and lifestyle.
- Marketing audits include a survey of demographics, the economy, the environment, technology, political changes, and cultural forces.
- Pay close attention to managing relationships with employees, distributors, suppliers, marketing agencies, logistics agencies, the press, and the community at large.
- Recruiting, selecting, hiring, training, motivating, compensating and evaluating salespeople is the task of Directors of Sales and Marketing.
- Focus on getting customers, keeping customers, and growing customers.
- Work to increase margin, market share and customer satisfaction.

These snowflakes are just the tip of the iceberg. Remember that this book presents theory; not practice, so don't expect a cookbook. Additionally, Kotler's work does not provide solid counsel for the Internet and the disruptive innovation it is bringing. Still in all, if you are a marketer, Kotler on Marketing is a must have. It will get your wheels spinning and help organize your thoughts.

Marketing Strategy

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