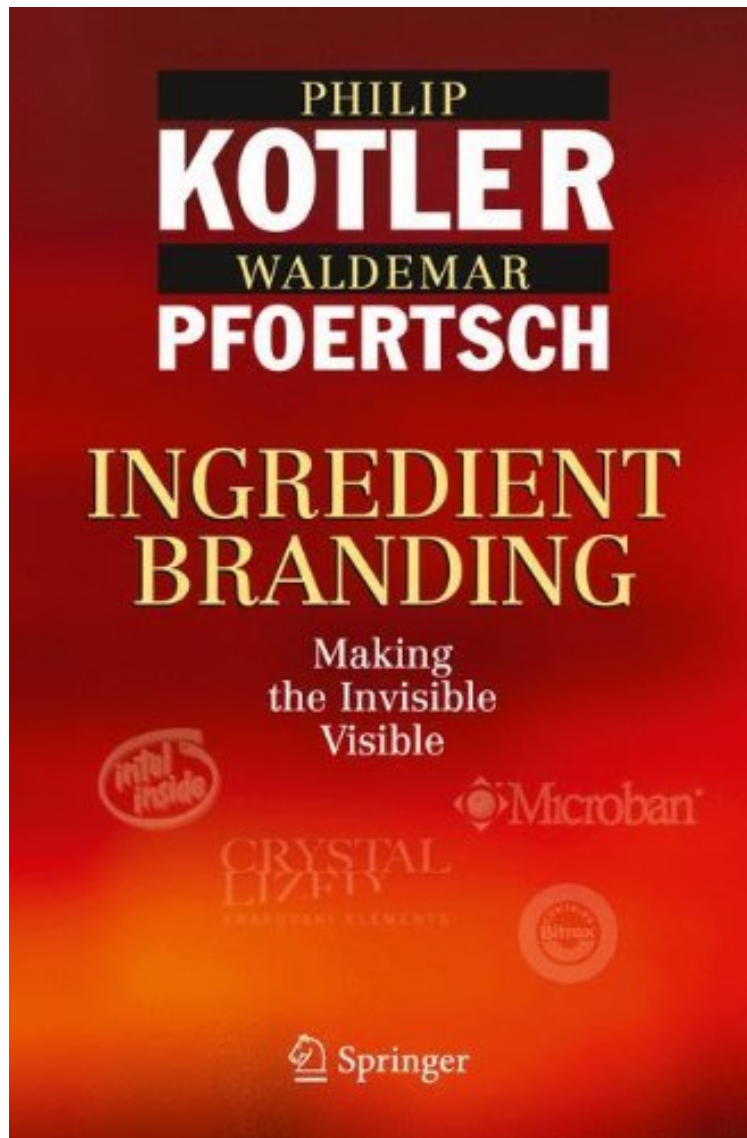


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## Ingredient Branding: Making the Invisible Visible

*Philip Kotler, Waldemar Pfoertsch*  
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**Philip Kotler, Waldemar Pfoertsch : Ingredient Branding: Making the Invisible Visible** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ingredient Branding: Making the Invisible Visible:

1 of 1 people found the following review helpful. This book is terribleBy CatherineThis book is terrible. It was poorly written and the editing was even worse. At one point in the book, the author talks about Chicago, Michigan.11 of 12 people found the following review helpful. A sloppy piece of workBy C. D. LynnPhilip Kotler wrote the classic text on marketing back in the eighties and, as a prominent professor at the Kellogg School of Management at Northwestern

University and a director of the AMA, has more qualifications than almost anybody in the field. So it is disappointing to report that 'Ingredient Branding' is repetitive, sloppily-edited, poorly translated, and padded with extensive amounts of filler material. In the midst of this hodge-podge are some useful insights into how 'Intel Inside' and similar campaigns were made to work; but the inclusion of forewords from several companies covered in the book sets an awkward commercial tone of implied sponsorship which the lengthy and uncritical descriptions of products and campaigns does nothing to dispel. Do we really need the history of Bayer's polycarbonate business before we learn about the company's branding campaign for 'Makrolon'? Must we learn the names of all the world cup skiers who use Uvex goggles? Does the Shimano case study benefit from including a list of all the bicycle manufacturers listed in a cited report, or laudatory sentences like this: "Product quality and technological superiority were always key components of Shimano's strategy." In fact, the Shimano chapter illustrates one of the problems with this book: the authors supply 16 pages of material when the key Ingredient Branding lessons are that Shimano sponsored the Tour de France to create end-user 'pull', and supplied components to specialist retailers to fulfill this demand. Couple this low information density with the appalling editing (the former chairman of Intel is 'Mr Andrew Grow'; Texas Instruments is in the 'semicontractor business', etc) and you would do better to save the money. Instead, download Chapter 2 for free, thanks to 's sample pages - it contains most of what you need. Dr Kotler used to have a personal brand to be envied by marketing practitioners - he has severely damaged it by his association with this farrago.

An Ingredient Brand is exactly what the name implies: an ingredient or component of a product that has its own brand identity. This is the first comprehensive book that explains how Ingredient Branding works and how brand managers can successfully improve the performance of component marketing. The authors have examined more than one hundred examples, analyzed four industries and developed nine detailed case studies to demonstrate the viability of this marketing innovation. The new concepts and principles can easily be applied by professionals. In the light of the success stories of Intel, GoreTex, Dolby, TetraPak, Shimano, and Teflon it can be expected that component suppliers will increasingly use Ingredient Branding strategies in the future.

From the reviews: "The well-written book comprehensively explores and analyzes ingredient branding and offers particularly valuable insight into how marketers can make an ingredient branding strategy work to best advantage. . . . Marketers would do well to recognize that ingredient branding can play a big role in their quest for competitive advantage. Summing Up: Highly recommended. All readers, especially upper-division undergraduates and practitioners." (N. A. Govoni, Choice, Vol. 48 (6), February, 2011) From the Back Cover An Ingredient Brand is exactly what the name implies: an ingredient or component of a product that has its own brand identity. This is the first comprehensive book that explains how Ingredient Branding works and how brand managers can successfully improve the performance of component marketing. The authors have examined more than one hundred examples, analyzed four industries and developed nine detailed case studies to demonstrate the viability of this marketing innovation. The new concepts and principles can easily be applied by professionals. In the light of the success stories of Intel, GoreTex, Dolby, TetraPak, Shimano, and Teflon it can be expected that component suppliers will increasingly use Ingredient Branding strategies in the future. Ingredient Branding by Kotler and Pfoertsch is the most thorough and complete analysis of ingredient branding one could ever hope for in a single source a virtual encyclopedia on InBranding. Replete with insightful case studies of companies from a variety of industries that have successfully transformed their traditional brands into powerful new InBrands, and have launched entirely new products and services employing InBranding. Ingredient Branding should be top on the list for all CMOs to read whose companies' "live or die" based upon the success of their brands. John A. Caslione, founder, president and CEO, GCS Business Capital, LLC, and co-author of "Chaotics: The Business of Managing and Marketing in The Age of Turbulence" This book explains how and why putting the brand of an ingredient on the outside of a product increases its appeal to the customer. The authors give managers and business leaders important insights into how this innovative marketing concept works and implement it. John A. Quelch, Lincoln Filene Professor of Business Administration, Harvard Business School, Cambridge, MA, and author of "Greater Good: How Good Marketing Makes for Better Democracy" A fascinating, eye-opening perspective on the marketing and positioning of new, complex products, and a most valuable, wonderfully practical and readable book and guide for business leaders wanting to communicate the qualities of their products and components - by "making the invisible visible". Rolf D Cremer, Dean and Vice President, CEIBS, China Europe International Business School, Shanghai, China About the Author Philip Kotler is the S.C. Johnson Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University, Evanston, Illinois. He received his Master's Degree at the University of Chicago and his PhD Degree at MIT, both in economics. He did post-doctoral work in mathematics at Harvard University and in behavioral science at the University of Chicago. Professor Kotler is the author of: Marketing Management: Analysis, Planning, Implementation and Control, the most widely used marketing book in graduate business schools worldwide; Principles of Marketing; Marketing Models; Strategic Marketing for Nonprofit Organizations; The New Competition; High Visibility; Social Marketing; Marketing Places; Marketing for Congregations; Marketing for Hospitality and Tourism; The Marketing of Nations;

Kotler on Marketing, Building Global Biobrand, Attracting Investors, Ten Deadly Marketing Sins, Marketing Moves, Corporate Social Responsibility, Lateral Marketing, B2B Brand Management and Marketing Insights from A to Z. He has published over one hundred articles in leading journals, several of which have received best-article awards. Professor Kotler was the first recipient of the American Marketing Association's (AMA) "Distinguished Marketing Educator Award" (1985). The European Association of Marketing Consultants and Sales Trainers awarded Kotler their prize for "Marketing Excellence". He was chosen as the "Leader in Marketing Thought" by the Academic Members of the AMA in a 1975 survey. He also received the 1978 "Paul Converse Award" of the AMA, honoring his original contribution to marketing. In 1989, he received the Annual Charles Coolidge Parlin Marketing Research Award. In 1995, the Sales and Marketing Executives International (SMEI) named him "Marketer of the Year". Professor Kotler has consulted for such companies as IBM, General Electric, ATT, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing. In 2008, the Wall Street Journal listed him as the 6th most influential person on business thinking. Waldemar Pfoertsch currently holds the position of Associate Professor of Marketing at CEIBS (China Europe International Business School, Shanghai) and Professor for International Business at University of Pforzheim, and he was visiting lecturer at the Executive MBA Program of the Liautaud Graduate School of Business, University of Illinois at Chicago and at Stuart School of Business at Illinois Institute of Technology Chicago. In addition he was an online tutor for MBA Program International Management University Maryland College Park and lecturer at the Steinbeis University in Berlin. He also was Visiting Associate Professor at Kellogg Graduate School of Management, Northwestern University, Lecturer for Strategic Management at Lake Forest Graduate School of Management and Professor for International Marketing at the University of Cooperative Education Villingen-Schwenningen. He received two Master Degrees (economics business administration) and his Doctorial Degree in social science at the Free University Berlin. He did his post-doctoral work in industrial planning at the Technical University Berlin. His latest publication in English and German cover the areas of Business-to-Business Marketing, B2B Brand Management and Ingredient Branding, I also published: Living Web and Internet Strategies, International Strategies, etc.. He published more than 50 articles in German, Chinese and English language on international management and marketing issues. Professor Pfoertsch has consulted for such companies as Daimler, HP, IBM, and many medium size corporations in Europe, Asia and North America in the areas of international marketing and brand management. He is on the advisory board of various companies and non-profit organizations. body