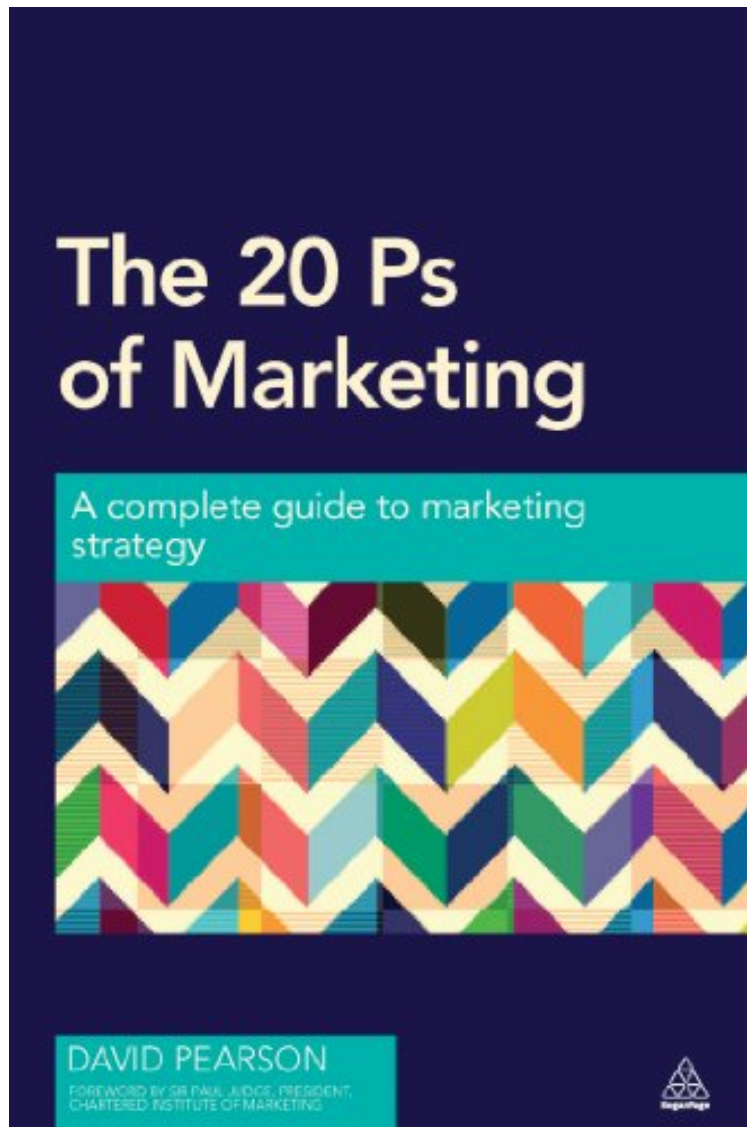


(Free read ebook) The 20 Ps of Marketing: A Complete Guide to Marketing Strategy

The 20 Ps of Marketing: A Complete Guide to Marketing Strategy

David Pearson

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0 of 0 people found the following review helpful. The ultimate impatient user's guide to Pragmatic marketing (and thus sales)By Geoffrey A BoydThis is truly wonderful book - the most complete book on marketing that I have read. I would not be surprised if it becomes - no, it should become - the marketing bible of every technology entrepreneur. I would recommend it as 'the ultimate impatient user's guide to Pragmatic marketing', I

say that because the style of writing captures so much information yet makes for effortless reading. So much so that I deliberately had to pace the book over a few days so that I could sleep on it a few nights to truly embed its contents.

Marketing has changed dramatically since the four classic Ps of the marketing mix (price, product, promotion and place) were proposed. The new marketing landscape is characterized by the demand for constant innovation, rising pressure on budgets, the growth of social media and the impact of issues of sustainability and ethics. As the business landscape has transformed so have the fundamental areas marketers need to master to succeed. The 20 Ps of Marketing provides a thorough guide to marketers at all levels of the new elements of the marketing mix they need to contend with for business success including: planning; persuasion; publicity; positioning; productivity; partnerships; passion and more. Combining practical advice with case studies it covers brands that have changed the game through mastery of the 20 Ps such as Haugl;agen-Dazs and Sony, and others, such as Kodak, who got left behind. This essential guide to the current face of marketing strategy provides marketers with a thorough and valuable grounding to the new fundamentals of marketing.

“A rare man is David: possessed of a remarkable intellect, an insatiable curiosity about customers and a gift for seeing what really matters commercially. I’ve known David for many years as colleague at Mars, Inc., and through the Marketing Society where I was Chairman. Here he has helped us all by grasping the central truths of marketing — never accept that marketing is all about ‘gut feel’ — and vividly demonstrated how this understanding turns into success. His light touch and powerful examples make this the perfect book for practitioner and student alike. Everyone needs to know a marketing guru like David — now you can.”