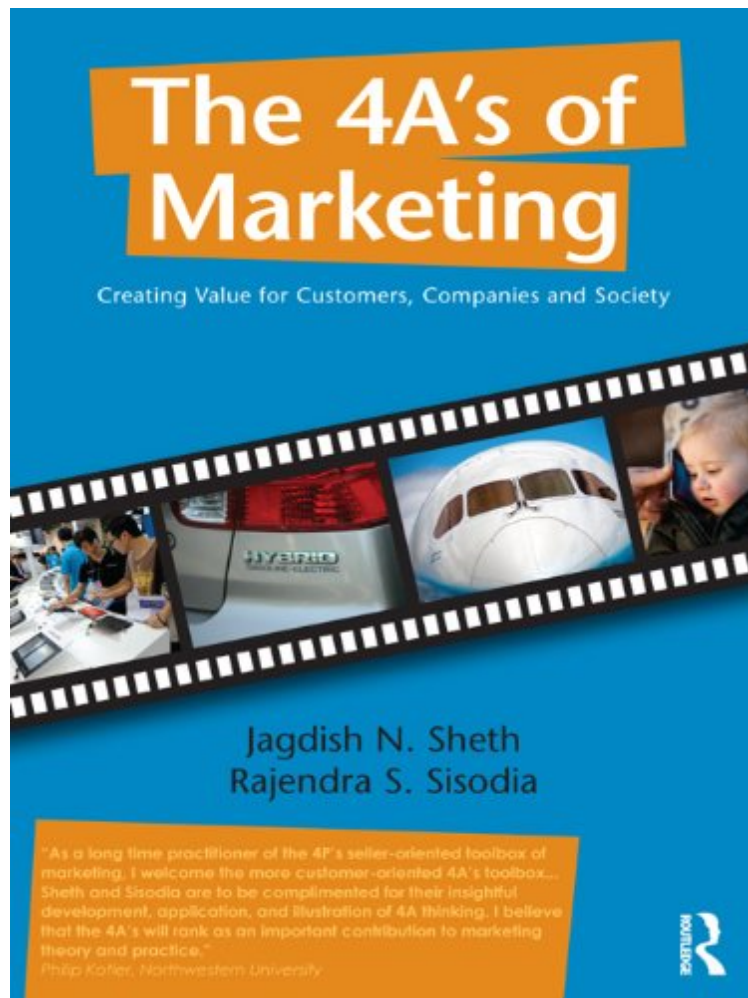


The 4 A's of Marketing: Creating Value for Customer, Company and Society

Jagdish Sheth, Rajendra Sisodia
ebooks | Download PDF | *ePub | DOC | audiobook



DOWNLOAD



READ ONLINE

#989789 in eBooks 2012-04-23 2012-04-23 File Name: B007H9GZPG | File size: 30.Mb

Jagdish Sheth, Rajendra Sisodia : The 4 A's of Marketing: Creating Value for Customer, Company and Society before purchasing it in order to gauge whether or not it would be worth my time, and all praised The 4 A's of Marketing: Creating Value for Customer, Company and Society:

0 of 0 people found the following review helpful. Four StarsBy DAMRONGSAK ROJANANARKThis book is ok for me0 of 0 people found the following review helpful. love this bookBy BoondarikThis book is useful for me to do the paper under the new innovation of marketing framework. Excellent Marketing Book.1 of 1 people found the following review helpful. A new way to look at marketingBy J.IlogThis book applies the concepts of the 4A's to previous product launches, providing a unique and different lens to view the past.Here are the definition of The 4 A's:"Awareness: The extent to which customers are informed regarding a product's characteristics, are persuaded to try it, and are reminded to repurchase it.It has two dimensions:1)Product Knowledge (indicated by factors such as interest,

understanding, involvement, relevance).2) Brand Awareness (indicated by factors such as brand recall, brand associations, perceived brand characteristics, brand attraction).Acceptability: The extent to which the firm's total product offering meets and exceeds the needs and expectations of customers in the target market.It has two dimensions:1)Functional Acceptability (indicated by factors such as core attributes and capabilities, functionality, ease of use, quality and reliability).2)Psychological Acceptability (indicated by factors such as brand image [reputation, positioning, personality], styling, social value, emotional value, perceived risk).Affordability: The extent to which customers in the target market are economically and psychologically willing to pay the product's price (monetary as well as non-monetary)It has two dimensions:1)Economic Affordability (the ability to pay, indicated by factors such as income, time and effort required, assets, financing, fit within budget).2)Psychological Affordability (the willingness to pay, indicated by factors such as perceived value for money, perceived fairness, price relative to alternatives).Accessibility: The extent to which customers are able to readily acquire and use the product.It has two dimensions:1)Availability (indicated by factors such as supply relative to demand, the degree to which the product is kept in stock, related products and services).2)Convenience(indicated by factors such as the time and effort required to acquire the product, the ease with which the product can be found within and across locations, packaging in convenient sizes)."Figure 2.2 provides a pictorial on the 4 different roles of a customer and Table 2.3 provides a table on the Impact of the 4P's on the 4A'sThis book is excellent and well worth the time to read take notes on.

The authors present a powerful and tested approach that helps managers see a business's every action through the eyes of its customers. This approach is organized around the values that matter most to customers: Acceptability, Affordability, Accessibility and Awareness. Taken together, these attributes are called the "4A's." The 4A framework derives from a customer-value perspective based on the four distinct roles that customers play in the market: seekers, selectors, payers and users. For a marketing campaign to succeed, it must achieve high marks on all four A's, using a blend of marketing and non-marketing resources.The 4A framework helps companies create value for customers by identifying exactly what they want and need, as well as by uncovering new wants and needs. (For example, none of us knew we "needed" an iPad until Apple created it.) That means not only ensuring that customers are aware of the product, but also ensuring that the product is affordable, accessible and acceptable to them. Throughout this book, the authors demonstrate how looking at the world through the 4A lens helps companies avoid marketing myopia (an excessive focus on the product) as well as managerial myopia (an excessive focus on process). In fact, it is a powerful way to operationalize the marketing concept; it enables managers to look at the world through the customer's eyes. This ability has become an absolute necessity for success in today's hyper-competitive marketplace.

"This book, however, was written in an almost Socratic dialogue style that is valuable to all types of readers, which is, needless to say, quite an accomplishment by the authors. The "Market Value Coverage Audit" and "Mini-Cases" add further value to this excellent work. With the rapid development and use of social media and social business concepts, particularly in marketing, this reviewer hopes the authors will address this topic in future revisions of this valuable work. Summing Up: Highly recommended. All marketing collections.' - S. A. Schulman, CUNY Baruch College, CHOICE As a long time practitioner of the 4Ps seller-oriented toolbox of marketing, I welcome the more customer-oriented 4As toolbox to be employed before undertaking to set the 4Ps. Sheth and Sisodia are to be complimented for their insightful development, application and illustration of 4A thinking.-Philip Kotler Northwestern University, USA This is a splendid book for the neophyte and accomplished manager alike. Sheth and Sisodia combine razor-sharp analyses with useful action plans and in the process teach us how to think better about market opportunities and how to apply the 4As framework to advantage. A model of exposition, this book brings to life principles and policy guidelines with new diagnoses of both market successes, from the Aflac Duck to buying shoes on the web with Zappos, and market failures, from Apple's, yes Apple's, Newton to Ford's Edsel. Focus is on learning how to be a better analyst manager and innovation implementer and sustainer. Meticulously argued and illustrated, this book will make the reader better able to succeed in the knowledge economy and beyond. Two thumbs up!-Richard P. Bagozzi University of Michigan Ross School, USA Jagdish Sheth and Rajendra Sisodia have teamed up to develop a powerful treatment of customer-centric marketing, The 4 A's of Marketing. Built around the notion that the customer is the dominant actor in most markets, The 4 A's of Marketing identifies four roles of customers to which marketers must respond if they are to be successful. Written in an engaging and highly accessible style, this book is filled with real world examples that illustrate the concepts and ideas it offers. It is "must" reading for every marketer and contains especially sage advice for marketers who want to return the marketing function to a central role in the strategic planning of firms.-David W. Stewart University of California, Riverside, USA Past Editor, Journal of Marketing and Journal of the Academy of Marketing Science "[The authors] contend that marketers need to build their strategies around four A's: a product's acceptability, affordability, accessibility, and awareness. These dovetail nicely with what the authors identify as the customer's four distinct roles as seeker, buyer, payer, and user [...] Sheth and Sisodia offer dozens of case studies of companies

that have succeeded because they understood the four A's or failed because they didn't' - BizEd, July/August 2012, p60

About the Author Dr. Jagdish Sheth is a renowned scholar, futurist and world authority in the fields of marketing, strategy and globalization. He is Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University, USA. Dr. Rajendra Sisodia is Professor of Marketing at Bentley University, USA and the founder/Chairman of the Conscious Capitalism Institute. His previous books (both with Dr. Sheth) include *The Rule of Three* and *Firms of Endearment*.