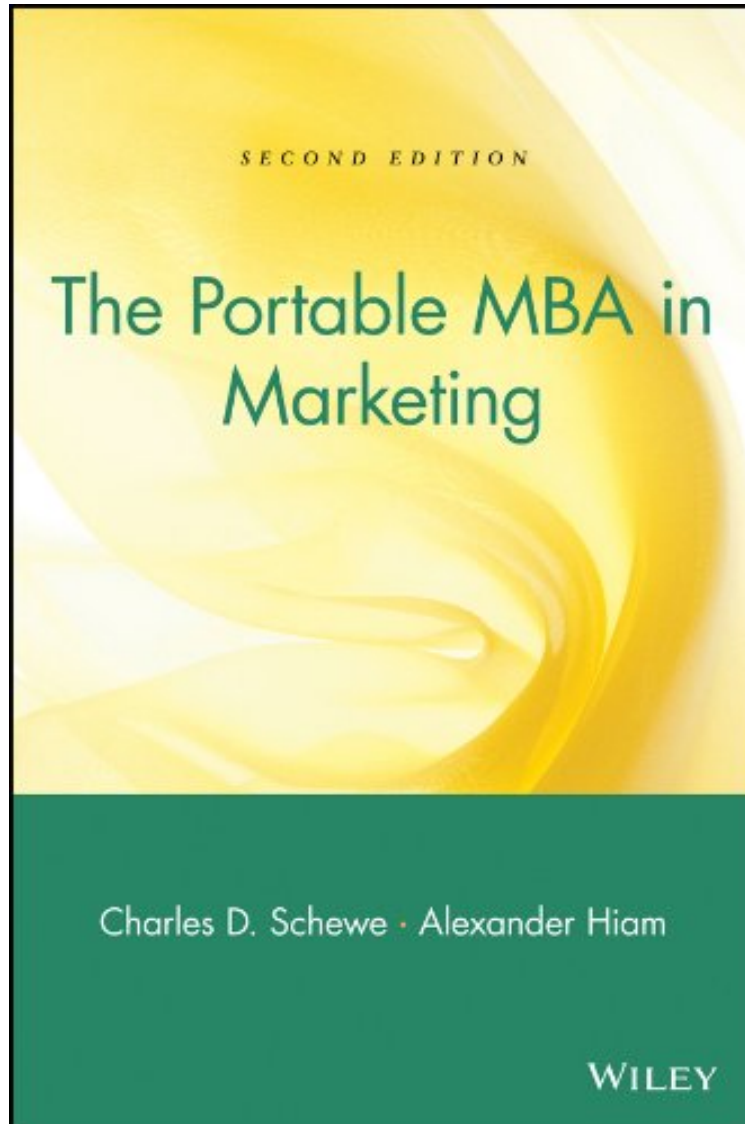


[PDF] The Portable MBA in Marketing (The Portable MBA Series)

The Portable MBA in Marketing (The Portable MBA Series)

Charles D. Schewe, Alexander Hiam
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Charles D. Schewe, Alexander Hiam : The Portable MBA in Marketing (The Portable MBA Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Portable MBA in Marketing (The Portable MBA Series):

0 of 0 people found the following review helpful. Five StarsBy Dena:)12 of 14 people found the following review helpful. Going beyond the actual...By FrKurt MessickAs an undergraduate, I studied political science; as a graduate student, I studied history (among other things) - however, few if any of my classes ever dealt with the actual mechanics of business, despite dealing with business in a more general sense (as it would fit in the context of history

and politics). I decided that it was important to learn some of the basic concepts of business administration, and the Portable MBA series by John Wiley Sons publishers fit the bill. This book on marketing covers the topic from the conceptual, research, and practical angles. Dealing with customers, potential and actual, is the key aspect to marketing. There are strategies that work and strategies that fail, and many of these are discussed and analysed. Companies included in the case studies include Coca-Cola, Pepsi, Colgate-Palmolive, Kawasaki, Campbell Soup, A.C. Nielsen, and literally over a hundred more. Just what is the magic that makes Nike a household word? How does one really assess the success of the cola wars between Pepsi, Coke, and other contenders? In the foreword, Ken Blanchard (author of the 'One-Minute Manager') states, 'I have come to believe that the secret to competitive success is to give customers service so far above their expectations it becomes legendary.' Part of this strategy is to become a better listener (which is an art that is lost for many, particularly in the corporate world), and part of the strategy is to look beyond the actual and explore the possible. The authors who contributed to this volume have both academic and professional experience, and tend to do a good job at explaining things in terms that the non-professional can understand. Anyone with a basic undergraduate background should find this volume accessible. This book can also give one ideas for everything from garage sales to major marketing campaigns. I taught marketing and advertising, having worked as a public relations/marketing director for a college and for a seminary. Had this book been available at the time I was teaching, I would not have hesitated to use it. 1 of 1 people found the following review helpful. Four Stars By Elizabeth M Bastian Kind of repetitive, and doesn't really tie everything back to marketing. It is more focused on economics.

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune—the customer. The Portable MBA in Marketing, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations. This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet. Witty, well-written, and packed with plenty of new real-world examples, The Portable MBA in Marketing, Second Edition brings you up to date with the latest marketing ideas and techniques, including: New negotiation skills for salespeople Current marketing strategies Innovative approaches to qualitative research that deepen your understanding of your customers Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, The Portable MBA in Marketing, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level. The Portable MBA Series The Portable MBA, with over 350,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's Portable MBA Series now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics. SERIES TITLES: Core Curriculum The Portable MBA, Third Edition The Portable MBA in Economics The Portable MBA in Entrepreneurship, Second Edition The Portable MBA in Finance and Accounting, Second Edition The Portable MBA in Investment The Portable MBA in Management The Portable MBA in Marketing, Second Edition The Portable MBA in Strategy Vital Business Topics Real-Time Strategy New Product Development Total Quality Management, Second Edition Psychology for Leaders Market-Driven Management Also Available The Portable MBA Desk Reference The Portable MBA in Entrepreneurship Case Studies Praise for The Portable MBA in Marketing, Second Edition "I'm really 'gung-ho' about this book. If you follow its advice, your customers will become your 'raving fans.' Everyone needs to understand and apply these essential principles to attract and retain delighted customers." —Ken Blanchard, author of the bestseller The One Minute Manager "Helps you keep your eye on the all-important marketing ball. Infused with turbocharged examples and the latest cutting-edge concepts. . . . [You'll learn] winning strategies and

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HIAM has worked as a marketing manager and currently provides consulting, training, and research services to clients such as General Motors, Whirlpool, and The Vermont Country Store. He is the author of a dozen books, including Marketing for Dummies, The Vest-Pocket Marketer, and The Entrepreneur's Complete Sourcebook.