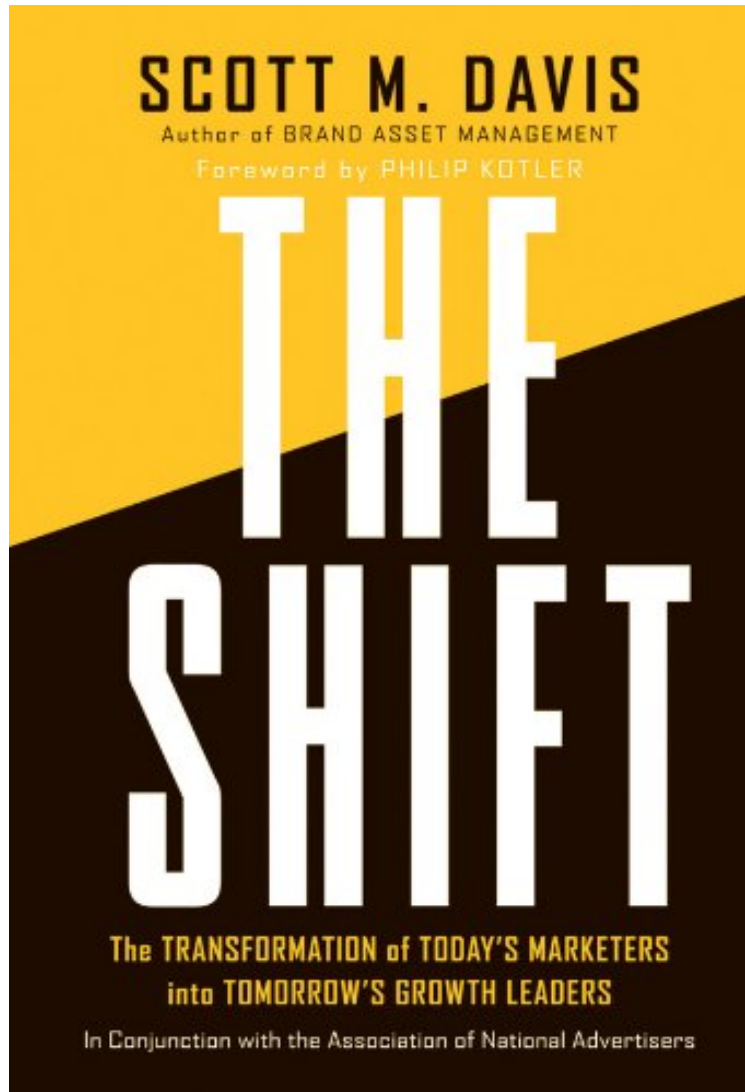


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The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders

Scott M. Davis

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Scott M. Davis : The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders:

1 of 1 people found the following review helpful. Considered a great read by Marketing Climber BlogBy Thomas McMillan Jr.[...]What type of marketer do you want to be known as? Pick one.A. Tactician MarketerB. Visionary MarketerJudging from the fact that you are reading this, I'm guessing (and hoping) you selected Visionary Marketer.Scott Davis, author of THE SHIFT: The Transformation of Today's Marketers into Tomorrow's Growth

Leaders, makes a case that: No one is better suited to drive the growth agenda than the head of marketing. Mr. Davis points out that this isn't going to be a simple task as he challenges the old marketing mind-set by describing five broad shifts that correspond to new marketing truths. These five shifts include: 1st Shift - from creating marketing strategies to driving business impact. 2nd Shift - from controlling the message to galvanizing your network. 3rd Shift - from incremental improvements to pervasive innovation. 4th Shift - from managing marketing investments to inspiring marketing excellence. 5th Shift - from an operational focus to a relentless customer focus. The Shift dives deeper into each of the five shifts by highlighting examples and case studies by leading marketers from GE, Wal-Mart, Charles Schwab, Procter Gamble, Burger King, Zappos, Best Buy and Dell among others. This book is a great read for any marketer as the shifts can be implemented whether in the C-suite (as the book is written to senior marketing management) or at a marketing manager level (in my opinion). The circle of influence that you may shift will depend on the level at which you can implement. Please don't get frustrated as it comes across sometimes this book is written only for those in high level marketing roles as many front line marketers obviously won't have C-Suite access. I would adapt the learnings to fit your marketing role and see how you can drive growth in the business areas in which you have responsibility. The Shift is a great read to learn new principles to become a great visionary marketer which will ultimately set you up for success if implemented as you drive growth in the business areas you work in. The section "So, What Do I Do on Monday Morning?" written at the conclusion of each shift that Mr. Davis describes is an excellent recap and resource to assist you in moving forward. I wish you much success as you move towards becoming a Visionary Marketer for your organization.

1 of 1 people found the following review helpful. Incredibly Insightful Book on Leading Corporate Growth
By Nathan Ives
The Shift by Scott Davis, a senior partner at Prophet, is a remarkably insightful book of how Chief Marketing Officers and Marketing Vice Presidents can transform themselves from tactical marketer to corporate growth leader. Uniquely armed with their organization's customer information, CMOs and Marketing Vice Presidents are well positioned to lead their organizations to greater growth if they can make the five 'shifts' that will place them at the heart of strategic decision-making. Scott describes these shifts as moving: 1. from creating marketing strategies to driving business impact 2. from controlling the message to galvanizing your network 3. from incremental improvements to pervasive innovation 4. from managing marketing investments to inspiring marketing excellence and 5. from an operational focus to a relentless customer focus. What I particularly appreciated about The Shift is Scott's use of evidentiary case studies and marketing executive interviews from companies like GE, Wal-Mart, and Burger King to illustrate each shift and his actions to be taken on Monday morning; both of which provide a guide for the reader seeking to make a shift of his/her own. I found The Shift not to be a book about corporate marketing but rather a book about corporate growth. I've already used several of Scott's recommendations and highly recommend The Shift to everyone seeking insight as to how to lead their organization to greater growth and profitability. All the Best,
Nathan Ives
Strategy Driven Principal Contributor and co-Host, Strategy Driven Podcast

2 of 2 people found the following review helpful. Informative take on becoming a "Visionary Marketer"
By Rolf Dobelli
Marketing certainly needs to be jolted into the 21st century, and this book may be a good first step in that direction. Scott M. Davis, working with Philip Kotler, who wrote the foreword, and with other chapter co-authors, urges tactical marketing executives to become "Visionary Marketers," a transformation process that requires "five shifts" in practice and focus. To buttress his case for change, Davis includes real-world examples of top corporate marketers who transcended their traditional roles and earned the serious regard of senior management by affecting the bottom line. However, while his case studies have practical applications, he presents little new information and his descriptions of the five transformational shifts sometimes bog down. That said, he makes a compelling point that marketing must change and focus on the larger goals of the company, armed with superior knowledge of customers. As a result, getAbstract recommends Davis' book to serious marketers who want to update and transform their tactics in a radical way and, by doing so, step into a more influential role in their companies.

Praise for The Shift "More than ever, the role of marketing has to be to drive profitable growth by unlocking customer insights. The Shift provides inspiring examples of how leading marketers are getting it done." ndash;Cammie Dunaway, executive vice president of sales and marketing, Nintendo of America "At Zappos.com we've always approached business in our own unique way. The Shift outlines many principles we holistically embrace. Kudos to Scott Davis for putting together such a great resource!" ndash;Tony Hsieh, CEO, Zappos.com "The Shift is a great 'how-to book' for Visionary Marketers who want to stand out, help their company succeed by moving toward true accountability, and drive a business strategy that keeps the customer in mind, while never losing sight of the PL." ndash;Fisk Johnson, chairman and CEO, SC Johnson "The Shift's articulation of how marketing can drive a company's bottom line and a marketer's career makes it a must-read for any CEO who wants marketing to truly impact their company's bottom line." ndash;CJ Fraleigh, CEO, Sara Lee Retail and Foodservice "Marketer as a PLndash;oriented businessperson! This important book for senior executives provides a road map on how marketers and their organizations can shift their profiles, while driving bottom-line results." ndash;Mark L. Vachon, president and CEO, GE Healthcare, Americas "The Shift charts a dramatic new role for marketing. A challenge every firm should embrace." ndash;David Aaker, vice chairman, Prophet; and, author, Brand Leadership "The Shift has to become a way

of life from the classroom to the boardroom. Davis's book brings a practitioner's perspective to this critical topic of marketers shifting to becoming more accountable and more personally responsible for driving growth." ndash;Dipak Jain, dean, Kellogg Graduate School of Management, Northwestern University "Forget the CMO. Long live the integrated agenda of the Chief Growth and Visionary Officer!" ndash;Joseph V. Tripodi, chief marketing and commercial officer, The Coca Cola Company

"Begins a new dialogue in marketing" (Hindu Business Line, nbsp; May 28, 2009)nbsp;"hellip;outlines a marketer's 5-step plan to becoming a growth catalyst" (The Advertiser,nbsp;July 1, 2009). "The Shiftnbsp;is a must-read to help marketers and their respective organizations move ahead and thrive." mdash;From the Foreword by Philip Kotler, S.C. Johnson and Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern UniversityFrom the Inside FlapTraditional marketers live in a short-term world built on an ever-narrowing platform of marketing communications and promotions. They are often limited to running agency relationships and enabling the sales force, while constantly being squeezed for funds they do not have. But the days of marketers operating in a vacuum and marketing and business strategies being created independently of one another are ending. The best marketers are now creating integrated perspectives that start with the growth aspirations of their entire organization. The Shift will show how this new breed of Visionary Marketers has become a successful catalyst for growth and transformation within an organization, as well as how you can become a marketing visionary too. Using case studies and insights from leading marketers at GE, Walmart, Charles Schwab, PG, Burger King, Zappos, Best Buy, Dell, and others, as well as relying on over twenty years of professional experience, renowned marketing expert Scott Davis outlines the five shifts marketers must undertake to fundamentally shift the role of marketing and help drive both the growth agenda and bottom-line results. Davis reveals how to 1) balance short-term pressures to show results while staying aligned with the enterprise's longer-term vision, 2) continuously drive innovation in a pervasive way, 3) navigate the dizzying array of new and old media choices to reach customers in meaningful ways, 4) operate and win in increasingly complex internal and external environments, and 5) maintain a relentless focus on the customer. It is critical for all marketers to begin leading the charge to growth in their organizations. The Shift will show how Visionary Marketers are implementing new and better ways to win new customers and build deeper and more meaningful relationships with current customers, while keeping competitors at bay.