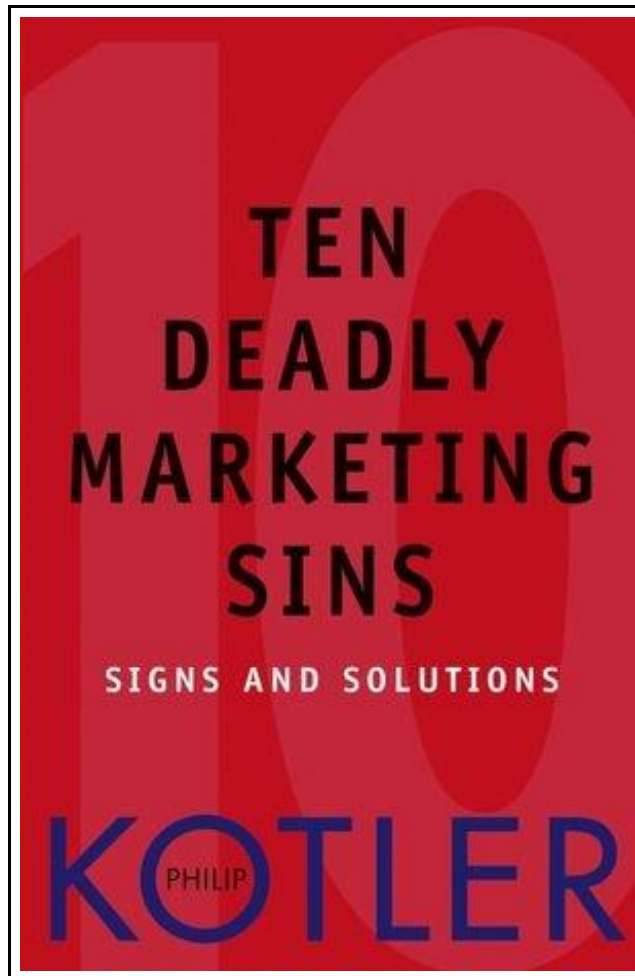


The Ten Deadly Marketing Sins: Signs and Solutions (Hardback)



Filesize: 4 MB

Reviews

This type of publication is every thing and helped me seeking ahead and much more. It usually fails to charge too much. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Juliet Mertz)

THE TEN DEADLY MARKETING SINS: SIGNS AND SOLUTIONS (HARDBACK)



John Wiley and Sons Ltd, United States, 2004. Hardback. Book Condition: New. 213 x 142 mm. Language: English . Brand New Book. Marketing s undisputed doyen offers an unbeatable guide on what not to do As the cost of marketing rises, its effectiveness is in decline. CEOs want a return on their marketing investment, but can t be sure their marketing efforts are even working. Truly, marketers have to shape up or watch their business go south. In this clear and comprehensive guide, renowned marketing expert Philip Kotler identifies the ten most common-and most damaging-mistakes marketers make, and how to avoid them. But these ten mistakes are much more than simple mess-ups; they re glaring deficiencies that prevent companies from succeeding in the marketplace. In Ten Deadly Marketing Sins, Kotler covers each sin in-depth in its own chapter and offers practical, proven guidance for reversing them. Marketers will learn how to stay market-focused and customer-driven, fully understand their customers, keep track of the competition, manage relationships with stakeholders, find new opportunities, develop effective marketing plans, strengthen product and service policies, build brands, get organized, and use technology to the fullest. Covering crucial topics every marketer must understand, Ten Deadly Marketing Sins is a must-have for anyone who want to remain competitive in an increasingly challenging marketplace. Packed with the kind of marketing wisdom only Kotler can provide, this is an indispensable resource for every company-and every marketer-who wants to develop better products, better marketing plans, and better customer relationships. Ten Deadly Marketing Sins is an unbeatable resource from the most respected thinker in modern marketing. Philip Kotler (Chicago, IL) is the S. C. Johnson Distinguished Professor of International Marketing at Northwestern University s Kellogg Graduate School of Management and the author of 15 books, including Marketing Insights from A to...



[Read The Ten Deadly Marketing Sins: Signs and Solutions \(Hardback\) Online](#)

[Download PDF The Ten Deadly Marketing Sins: Signs and Solutions \(Hardback\)](#)

Relevant Books



Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****.This isn't porn. Everyone always asks and some of our family thinks...

[Save Document »](#)



Scala in Depth

Manning Publications. Paperback. Book Condition: New. Paperback. 304 pages. Dimensions: 9.2in. x 7.3in. x 0.8in. Summary Scala in Depth is a unique new book designed to help you integrate Scala effectively into your development process. By...

[Save Document »](#)



Baby Bargains Secrets to Saving 20 to 50 on Baby Furniture Equipment Clothes Toys Maternity Wear and Much Much More by Alan Fields and Denise Fields 2005 Paperback

Book Condition: Brand New. Book Condition: Brand New.

[Save Document »](#)



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children's Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

[Save Document »](#)



The Oopsy Kid: Poems For Children And Their Parents

Poolbeg Press Ltd, 2003. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by...

[Save Document »](#)