

<<智慧营销指南 Your Gut is >>

图书基本信息

书名：<<智慧营销指南 Your Gut is Still Not Smarter Than Your Head>>

13位ISBN编号：9780471979937

10位ISBN编号：0471979937

出版时间：2007-1

出版时间：John Wiley & Sons Inc

作者：Clancy, Kevin J./ Krieg, Peter C.

页数：296

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

## 内容概要

Praise for *Your Gut Is Still Not Smarter Than Your Head* "Too many companies treat marketing as a communication exercise to help sales move a few more cases of product out of the door. *Your Gut Is Still Not Smarter Than Your Head* demonstrates that marketing, properly understood, is your company's engine for spotting opportunities and nurturing them to produce long-term profitable growth." -Philip Kotler, author and S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management

"Clancy and Krieg debunk the popular myth that marketing is all instinct and hocus pocus. Here's a practical approach to marketing strategy and tactics that can drive profitability and growth. There are no 'blink' shortcuts here-this is the real work of transformational marketing, laid out in a practical, concise guide that every true marketer should read!" -Susanne Lyons, Chief Marketing Officer, Visa USA

"Clancy and Krieg have written a comprehensive and highly compelling how-to book for the marketing community that says: wake up and look at the facts! It's a must-read for every professional marketer who aspires to breakthrough performance." -Joseph V. Tripodi, Chief Marketing Officer, Allstate Insurance Company

"Bold moves require more facts in this fast-paced era. This book is a must-read for the risk tolerant!" -Jon Luther, CEO, Dunkin' Brands, Inc.

"Fact-based marketing is the best way to reinvent marketing, and Clancy and Krieg provide the blueprint to do it." -Bob Liodice, President and CEO, Association of National Advertisers

"The authors demonstrate forcefully and dramatically-with numerous examples-how great, even just good, analysis leads to legendary marketing strategies." -Don Sexton, Professor, Columbia Business School, and author of *Trump University Marketing 101*

## 作者简介

Kevin Clancy is Chairman and CEO of Copernicus Marketing Consulting, a leading research-driven consulting firm with an international clientele. He is the coauthor of the bestsellers Marketing Myths That Are Killing Business and The Marketing Revolution. H

书籍目录

SECTION I: WHY YOU SHOULD BE UNHAPPY WITH YOUR MARKETING EVEN IF YOU ' RE NOT  
1 Nothing is More Important Than Marketing 2 More Marketing Decisions are Made with Guts than Brains  
3 How to Give Your Marketing a " Performance Review " SECTION II: SIX EASY STEPS (AND ONE  
HARD ONE) TO BETTER MARKETING 4 So Many Targets...So Which Are Worth Targeting? 5 The  
Battle for the Mind Is Lost Before the First Shot Is Fired 6 Generate Two Billion Product Ideas and Choose the  
Best One 7 Don ' t Slip in the Media Muddle 8 Why Your Advertising is A Waste—and What to Do About It  
9 Sports Sponsorships Are Often a Mug's Game 10 How to Make the Sales Reps Our Friends.. Really  
SECTION III: HOW TO FINALLY MAKE IT ALL WORK 11 Connect All the Marketing Plans Dots 12  
How to Get All These Great Plans Implemented 13 Brand Equity—Out; Customer Equity—In 14 Yes, You  
Can Measure Marketing ' s ROI Notes Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>