



# New Consumer Marketing: Managing a Living Demand System

*By Susan Baker*

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**New Consumer Marketing: Managing a Living Demand System** By Susan Baker

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## **New Consumer Marketing: Managing a Living Demand System By Susan Baker Bibliography**

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## **Editorial Review**

### Review

“...(a) compact text” (International Journal of Market Research, Vol.47, No.2, 2005)

### From the Inside Flap

*New Consumer Marketing* is underscored by a compelling premise: a New Consumer and a new marketplace are emerging as a result of seismic change in the macro-marketing environment. As the tectonic plates move, organizations find themselves caught in the shift from a production-driven to a consumption-led economy (where the nature of the exchange is different and being exacerbated by the force of the internet and e-commerce). This shift creates a number of key challenges for consumer marketing:

- How can companies best connect with the New Consumer?
- How can the concerns of brand owners and retailers best be addressed?
- How can organizations develop real consumer responsiveness?
- How can marketing be lifted out of its crisis?

The solutions lie in managing marketing as a demand system. This requires turning the supply chain on its head, and taking the consumer as the organization's point of departure and not its final destination. To succeed, organizations must adopt a value-centric orientation. Only by focusing on delivering the value consumers actually desire, can they make the radical transition to the post-quake economy.

This masterful book advocates a model of New Consumer Marketing that draws on learning from the living sciences. Susan Baker identifies three key processes - value definition, value creation and value delivery - and integrates them in an organic framework for meeting the needs of New Consumers through superior levels of insight, innovation and agility.

Susan then explains how the seven elements that make up an organization's 'DNA' work to optimise performance and ensure competitive survival. These elements comprise:

- Intuition
- Culture and structure
- Leadership, vision and values
- Employees
- Knowledge management
- Planning
- Measurement

To illustrate the essential concepts and techniques of New Consumer Marketing, this clearly written book provides a rich sample of case studies. It is crucial reading for all those who need to get closer to the New Consumer.

### From the Back Cover

The advent of a new kind of consumer is making traditional approaches to marketing redundant. New Consumers are informed, empowered and at large in a dynamic marketplace. How can brand owners and retailers best connect with them?

*New Consumer Marketing* recognizes and tackles this question. The answer lies in adopting a value-centric orientation and refocusing marketing on the three key processes of value definition, value creation and value delivery. Drawing on learning from the living sciences, Susan Baker presents an organic framework for meeting the actual needs of New Consumers through superior levels of insight, innovation and agility.

This book clearly explains the rationale for managing marketing as a demand system and is richly illustrated throughout with cases to show how this approach can help organizations be more effective.

*"I read every word and I learned an enormous amount about how consumers are driving markets in ways totally different from those I knew so much about when I was an FMCG marketing director. This is a must read." Professor Malcolm McDonald, Cranfield School of Management, Cranfield, UK.*

*"This book brings together the best of new marketing thinking in a way that will help managers not only understand it, but implement it." Pete Brown, St. Lukes, London, UK.*

*"New Consumer Marketing will shake your preconceptions about marketing and challenge you to re-tune your thinking. Susan Baker's work is a comprehensive articulation of the new marketing realities and is a must read for marketers." Chris Green, VP Marketing, Dulux, Slough, UK.*

*"Overall a very challenging and thought-provoking book. One to keep for constant reference in the new, little-charted landscape." Claire Watson, Marketing Society, Middlesex, UK.*

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