



Marketing Moves: A New Approach to Profits, Growth, and Renewal

By Philip Kotler, Dipak C. Jain, Suvit Maesincee

Download now

Read Online ➔

Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee

Forget the tired argument about "old" versus "new" economy say internationally renowned marketer Philip Kotler and his coauthors Dipak C. Jain and Suvit Maesincee. The Internet, globalization, and hypercompetition are forcing companies to redefine their markets, market offerings, and marketing operations so that they can compete successfully in both the old and the new economies. The scarcity of customers, not products, calls for making marketing the primary driver of strategic planning and infrastructure effectiveness. Marketing can no longer create value by being seen only as a department whose main charge is to dispose of the company's products and services. The authors urge companies to broaden the marketing concept into a holistic framework, one in which companies and their collaborators become proficient at identifying new value creation opportunities and capable of delivering products, services, and experiences that more precisely match individual customer requirements. Thought provoking and comprehensive, this book shows how to build a complete marketing platform around the exploration, creation, and delivery of superior value to customers, collaborators, and the company itself.

 [Download Marketing Moves: A New Approach to Profits, Growth ...pdf](#)

 [Read Online Marketing Moves: A New Approach to Profits, Grow ...pdf](#)

Marketing Moves: A New Approach to Profits, Growth, and Renewal

By Philip Kotler, Dipak C. Jain, Suvit Maesincee

Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee

Forget the tired argument about "old" versus "new" economy say internationally renowned marketer Philip Kotler and his coauthors Dipak C. Jain and Suvit Maesincee. The Internet, globalization, and hypercompetition are forcing companies to redefine their markets, market offerings, and marketing operations so that they can compete successfully in both the old and the new economies. The scarcity of customers, not products, calls for making marketing the primary driver of strategic planning and infrastructure effectiveness. Marketing can no longer create value by being seen only as a department whose main charge is to dispose of the company's products and services. The authors urge companies to broaden the marketing concept into a holistic framework, one in which companies and their collaborators become proficient at identifying new value creation opportunities and capable of delivering products, services, and experiences that more precisely match individual customer requirements. Thought provoking and comprehensive, this book shows how to build a complete marketing platform around the exploration, creation, and delivery of superior value to customers, collaborators, and the company itself.

Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee **Bibliography**

- Sales Rank: #2380025 in Books
- Published on: 2001-07-01
- Original language: English
- Number of items: 1
- Dimensions: 9.12" h x .81" w x 6.72" l, 1.00 pounds
- Binding: Hardcover
- 193 pages

 [Download Marketing Moves: A New Approach to Profits, Growth ...pdf](#)

 [Read Online Marketing Moves: A New Approach to Profits, Grow ...pdf](#)

Download and Read Free Online Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee

Editorial Review

From the Back Cover

"For more than three decades, Philip Kotler has been *the* authority on marketing for business grad students around the world," says Howard Rothman of Amazon.com. Business-minds.com agrees: "Kotler has done more than probably anyone else to cement marketing's reputation as a serious business discipline." In times of high anxiety, uncertainty, and confusion over what matters in marketing, real marketers turn to Kotler for insight and advice. In this state-of-the-art address, Kotler and his esteemed colleagues Dipak C. Jain and Suvit Maesincee bring us up to date on both the principles and the practices that really work when all else is failing.

About the Author

Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management at Northwestern University in Chicago. **Dipak C. Jain** is Dean of the Kellogg School of Management. Suvit Maesincee is a Professor of Marketing at the Sasin Graduate Institute of Business Administration at Chulalongkorn University in Bangkok, Thailand.

Users Review

From reader reviews:

Anthony Green:

Reading a guide tends to be new life style with this era globalization. With reading you can get a lot of information which will give you benefit in your life. With book everyone in this world could share their idea. Publications can also inspire a lot of people. Plenty of author can inspire their own reader with their story or their experience. Not only the storyline that share in the publications. But also they write about the ability about something that you need example of this. How to get the good score toefl, or how to teach your kids, there are many kinds of book that you can get now. The authors on this planet always try to improve their expertise in writing, they also doing some analysis before they write on their book. One of them is this Marketing Moves: A New Approach to Profits, Growth, and Renewal.

Joshua Johnson:

Is it a person who having spare time and then spend it whole day by simply watching television programs or just lying down on the bed? Do you need something new? This Marketing Moves: A New Approach to Profits, Growth, and Renewal can be the response, oh how comes? A fresh book you know. You are therefore out of date, spending your free time by reading in this brand-new era is common not a geek activity. So what these ebooks have than the others?

George Gomez:

You can obtain this Marketing Moves: A New Approach to Profits, Growth, and Renewal by browse the bookstore or Mall. Just viewing or reviewing it may to be your solve difficulty if you get difficulties on your knowledge. Kinds of this book are various. Not only simply by written or printed but in addition can you enjoy this book through e-book. In the modern era such as now, you just looking from your mobile phone and searching what their problem. Right now, choose your personal ways to get more information about your e-book. It is most important to arrange you to ultimately make your knowledge are still upgrade. Let's try to choose suitable ways for you.

Virginia Warriner:

That book can make you to feel relax. This particular book Marketing Moves: A New Approach to Profits, Growth, and Renewal was vibrant and of course has pictures around. As we know that book Marketing Moves: A New Approach to Profits, Growth, and Renewal has many kinds or genre. Start from kids until teenagers. For example Naruto or Private eye Conan you can read and feel that you are the character on there. So , not at all of book are make you bored, any it offers up you feel happy, fun and chill out. Try to choose the best book to suit your needs and try to like reading that.

Download and Read Online Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee #60VGF1OLET9

Read Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee for online ebook

Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee books to read online.

Online Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee ebook PDF download

Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee Doc

Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee Mobipocket

Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee EPub

60VGF1OLET9: Marketing Moves: A New Approach to Profits, Growth, and Renewal By Philip Kotler, Dipak C. Jain, Suvit Maesincee