

## <<Marketing That Works>>

### 图书基本信息

书名：<<Marketing That Works>>高效营销

13位ISBN编号：9780132390750

10位ISBN编号：0132390752

出版时间：2007-3

出版人：Pearson P T R

作者：Lodish, Leonard M./ Morgan, Howard L./ Archambeau, Shellye

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### 内容概要

The principles and insights outlined in this highly engaging book have been invaluable to me in leading the marketing efforts at Victoria's Secret Stores as well as on several P&G brands. — Jill Beraud, Executive Vice President, Marketing/Limited Brands and Victoria's Secret

Differentiate yourself more effectively, protect yourself against competition, and drive higher margins

Bring entrepreneurial power to distribution, sales management, PR, promotion, advertising, and more

For marketers in every kind of company, from startup to global enterprise

Focus your marketing on what really works – and make the most of every marketing investment!

Marketing That Works introduces breakthrough marketing tools, tactics, and strategies for differentiating yourself around key competencies, insulating against competitive pressures, and driving higher, more sustainable profits.

From pricing to PR, advertising to viral marketing, this book's techniques are relentlessly entrepreneurial: designed to deliver results fast, with limited financial resources and staff support. They draw on the authors' decades of research and consulting, their cutting-edge work in Wharton's legendary Entrepreneurial Marketing classes, and their exclusive new survey of the Inc. 500's fastest-growing companies. Whether you're launching a startup or working inside a huge global enterprise, this will help you optimize every marketing investment you make. You'll learn how to target the right customer, deliver the right added value, and make sure your customers will pay a premium for it – now, and for years to come.

Build the foundation for extraordinary profit

Discover faster, smarter techniques for positioning, targeting, and segmentation

Drive entrepreneurial attitude throughout all your marketing functions

Master entrepreneurial pricing, advertising, sales management, promotion – and even hiring

Maximize the value of all your stakeholder relationships

Profit by marketing to investors, intermediaries, employees, partners, and users

Generate, screen, and develop better product ideas

Engage combat on the right battlefields

Launch new products to maximize their lifetime profitability

Stage the winning rollout: from fixing bugs to gaining reference accounts

Every dime you spend on marketing needs to work harder, smarter, faster. Every dime must differentiate your company based on your most valuable competencies. Every dime must protect you against competitors and commoditization. Every dime must drive higher profits this quarter, and help sustain profitability far into the future.

Are your marketing investments doing all that? If not, get Marketing That Works – and read it today.

Includes online access to state-of-the-art marketing allocation software!

**ABOUT THE AUTHORS** Leonard Lodish, Ph.D., is Samuel R. Harrell Professor of Marketing at The Wharton School. He is co-founder and Chair of Wharton's Global Consulting Practicum, and innovator of Wharton's MBA Entrepreneurial Marketing course. His research specialties include marketing decision support systems, marketing experimentation, and entrepreneurial marketing. He has consulted with clients ranging from Procter & Gamble and Anheuser-Busch to Tropicana and ConAgra.

Howard L. Morgan is Director and former Vice Chairman of Idealab, the pioneering internet incubator; and founder and partner in First Round Capital, an early stage venture capital firm. He has served as Professor of Decision Sciences at The Wharton School and Professor of Computer and Information Sciences at The Moore School of the University of Pennsylvania, and as Visiting Professor at the California Institute of Technology and Harvard Business School.

Shellye Archambeau is CEO of Metricstream, Inc., a recognized leader in compliance and governance. She previously served as CMO and EVP of Sales for Loudcloud, Inc., responsible for all global sales and marketing activities. There, she led Loudcloud's transformation into an enterprise-focused company while growing sales by 50 percent year over year. As President of Blockbuster, Inc.'s e-commerce division, she was recognized by Internet World as one of the nation's Top 25 click and mortar executives.

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