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Marketing Revolution: The Radical New Approach to Transforming the Business, the Brand & the Bottom Line

By Alan Tapp, Paul Gamble

Kogan Page Limited/Viva Books, 2006. Softcover. Book Condition: New. First edition. How is the marketing process managed in companies across the world? And how can it be improved? Marketing Revolution answers these questions and more by drawing on international research and analysis from leading consultants, academics and practitioners, and from the authors? insight into the revolutionary marketing practices of the global giant, IBM. This compelling book encourages managers to think about their marketing environment in a totally new and revolutionary way and shows readers how to transform their marketing techniques. Marketing Revolution includes: ? international case studies and practical advice ? radical new business tools designed to deliver real value ? advice on how to re-architect, re-engineer or even to tally rebuild the marketing structure ? guidelines to increase business revenue, whether through efficiency, effectiveness, acceleration or quality. Marketing Revolution is a must-read for all those who want to revolutionize their marketing practices Contents: Why revolutionize marketing? ? What is marketing revolution? ? Customer insight ? Revolution through strategic planning ? Revolution through segmentation ? Revolutionizing the company by living the brand ? Customer relationship management ? From customer insight to customer action ? Creating the capability for operational analytics ?...



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