



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

By Philip Kotler, Dipak C. Jain, Suvit Maesincee

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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.

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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.

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