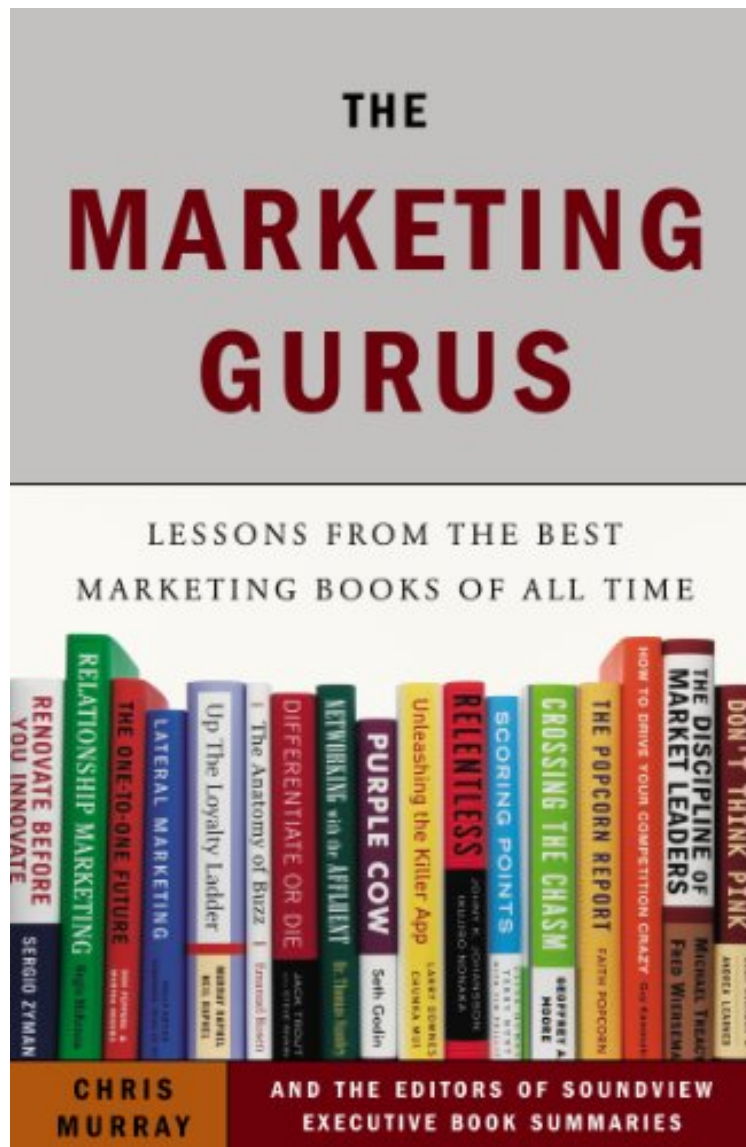


[Get free] The Marketing Gurus: Lessons from the Best Marketing Books of All Time

The Marketing Gurus: Lessons from the Best Marketing Books of All Time

*The Editors at Soundview Executive Book, Chris Murray
audiobook / *ebooks / Download PDF / ePub / DOC*



[DOWNLOAD](#)  [+ READ ONLINE](#)

#728191 in eBooks 2006-07-20 2006-07-20 File Name: B001NJA8YA | File size: 19.Mb

The Editors at Soundview Executive Book, Chris Murray : The Marketing Gurus: Lessons from the Best Marketing Books of All Time before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Marketing Gurus: Lessons from the Best Marketing Books of All Time:

0 of 0 people found the following review helpful. Excellent summary of major marketing books By Anthony Joseph I use this for my consulting business but it will also be a great help for students of marketing. The books are distilled

into their essential teachings and examples. Most summaries are under 20 pages so its the key points only. But if you are in the marketing field it is all you will need to see different bodies of thought on topics like differentiation, advertising strategies, trends, types of positioning, strategy, customer behavior and relationship marketing. The likelihood is that even students will not have likely read the 17 books summarized here so its a very effective way of pouring through the learnings. However, if you are a person who learns best by going through a few worked examples then this will not have enough of that to satisfy you. I think it is required reading for those involved in the field and at a very reasonable price. 1 of 1 people found the following review helpful. Nice synopsis of various books...By R. Bohannon I liked the way the authors wrote this book. They give you highlights, a book summary, then summarize in more detail each chapter of the book. Nicely done and useful. It allows one to quickly get the book's main points, sort of a Cliff Note's Style, so the reader can decide if they want to buy the book to delve more deeply. I found the reviews well written and done. I would have preferred a bit more style in their reviews as it was a bit dry in some instances and perhaps had some updated reviews. Overall, a worthwhile read. 0 of 0 people found the following review helpful. Bunch of short stories By Eric Stories were a bit generic. Don't expect details. Bunch of 1-2 page stories

Indispensable summaries of the best marketing books of our time Since 1978, Soundview Executive Book Summaries has offered its subscribers condensed versions of the best business books published each year. Focused, insightful, and practical, Soundview's summaries have been acclaimed as the definitive selection service for the sophisticated business book reader. Now Soundview is bringing together summaries of seventeen essential marketing classics in a single volume that include one all-new, previously unpublished summary. Here is just about everything you ever wanted to know about marketing. The Marketing Gurus distills thousands of pages of powerful insights into less than three hundred, making it an ideal resource for busy professionals and students. Who are the gurus? They include: • Guy Kawasaki on How to Drive Your Competition Crazy • Geoffrey Moore on marketing high technology, in Crossing the Chasm. • Jack Trout on how companies can help their products stand above the crowd, in Differentiate or Die. • Regis McKenna on the changing role of the customer, in the classic Relationship Marketing. • Philip Kotler on the concept of Lateral Marketing, which helps companies avoid the trap of market fragmentation. • Seth Godin on how to create a Purple Cow that will take off through word of mouth. • Lisa Johnson and Andrea Learned on marketing to women in Don't Think Pink. The collective wisdom contained in The Marketing Guru can help any marketer on his or her journey to becoming a marketing guru. www.summary.com From the Trade Paperback edition.