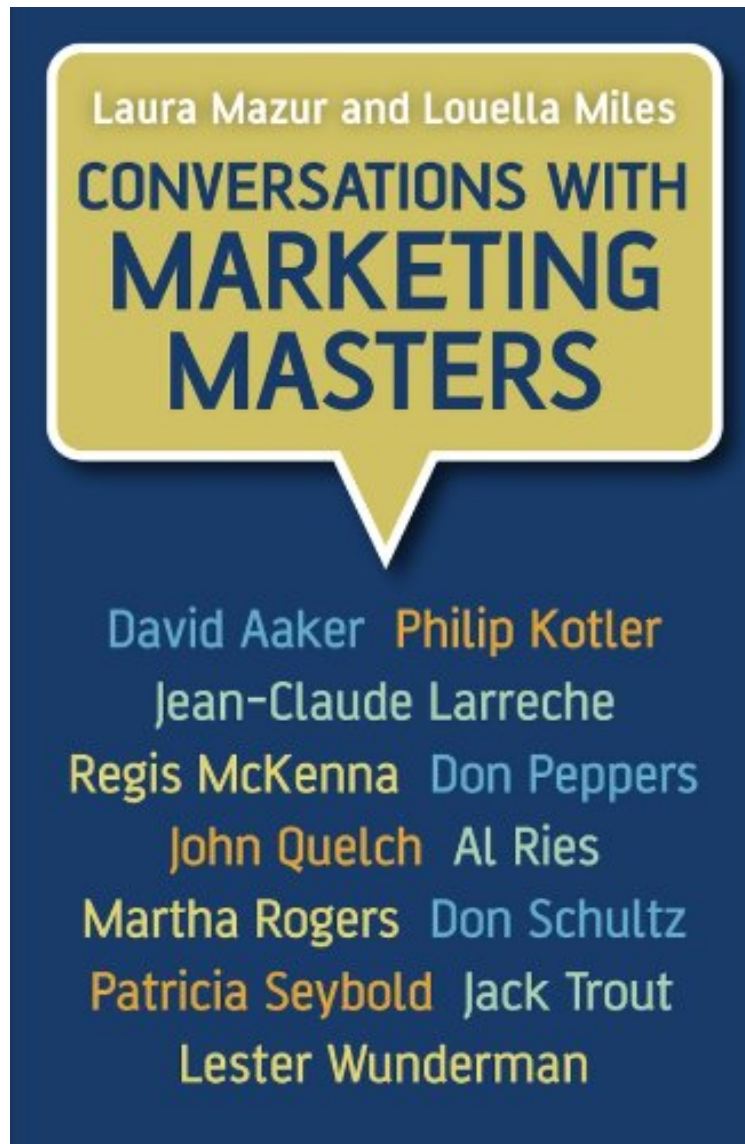


Conversations with Marketing Masters

Laura Mazur, Louella Miles

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Laura Mazur, Louella Miles : Conversations with Marketing Masters before purchasing it in order to gauge whether or not it would be worth my time, and all praised Conversations with Marketing Masters:

0 of 0 people found the following review helpful. RecommendationBy Albino BotoI heartily recommend this book.The authors have assembled a group of folks who have each made a significant contribution to the discipline of marketing and recorded a wide range of views about the field. Anyone with an interest in marketing can examine all these views and pursue the ones of interest by means of the reference list provided in each chapter. Any serious student will want the book for this reference list alone.0 of 0 people found the following review helpful. An excellent

compilation of marketing's best ideas By Judith Lannon, Laura Mazur and Louella Miles had the very good idea of interviewing the individuals best known for ideas in a number of different areas. Their book puts all the best ideas in one place-and in a very human form. Rather than merely producing a collection of summarized descriptions, they allow their subjects to speak for themselves. For a very stimulating insight into marketing's best ideas, the controversy surrounding them and the value that each contributes, *Conversations with Marketing Masters* makes very good bedside reading.

Conversations with Marketing Masters offers new insights by gathering the collected wisdom of the most influential marketing thinkers of our age, each of whom has given a structured interview. Covering a wide range of issues and illustrating concepts with cases of success and failure, these seminal dialogues offer a rare look at what made each master great and a glimpse of the marketing future. The Marketing Masters featured are Philip Kotler, David Aaker, Jean-Claude Larreche, Regis McKenna, Don Peppers, John Quelch, Al Ries, Martha Rogers, Don Schultz, Patricia Seybold, Jack Trout and Lester Wunderman. The conversations are free-flowing dialogues in which each personality is allowed to shine through.

"...a treasure-trove for the marketer and anybody else interested in the dynamics of how and why some things sell" (Gulf Business, March 2007)

From the Back Cover *Conversations with Marketing Masters* offers compelling insights into marketing today by gathering the collected wisdom of our era's most influential thinkers, each of whom has given a structured interview to the authors. Covering a wide range of current issues and illustrating key concepts with real-world examples of success and failure, these conversations offer leading-edge thinking as a basis for shaping the marketing future. Introducing the Marketing Masters: Philip Kotler, David Aaker, Jean-Claude Larreche, Regis McKenna, Don Peppers, Martha Rogers, John Quelch, Al Ries, Don Schultz, Patricia Seybold, Jack Trout, Lester Wunderman.

About the Author: Laura Mazur is a business writer and partner in Writers 4 Management, a professional writing firm. She has been a business journalist since 1978 and was editor of the UK's *Marketing* magazine from 1986 to 1989. She has written for a range of publications, including a weekly column for *Marketing* magazine for five years, and is also the author of management guides on international marketing and communications published by the Economist Intelligence Unit and Financial Times Reports. Since they formed Writers 4 Management in 2004, she and her business partner, Louella Miles, have worked with a range of organizations and individuals, including writing white papers, running writing training courses, and acting as ghost writers/editors on a number of books. An economics graduate of Smith College in the USA, she also has an MA from the University of London in Soviet studies. Louella Miles is a business writer, and Laura's partner in Writers 4 Management. She started in consumer journalism in 1976, with the *Consumers' Association*, before moving over to business writing in 1980. She was managing editor of *Marketing* magazine through the mid to late 1980s. Her portfolio includes management reports on topics as diverse as corporate reputation and sponsorship, published by *Management Today* and *International Marketing Reports* respectively. She has also, for the past seven years, edited a weekly media newsletter, and produces a range of titles on qualitative research.