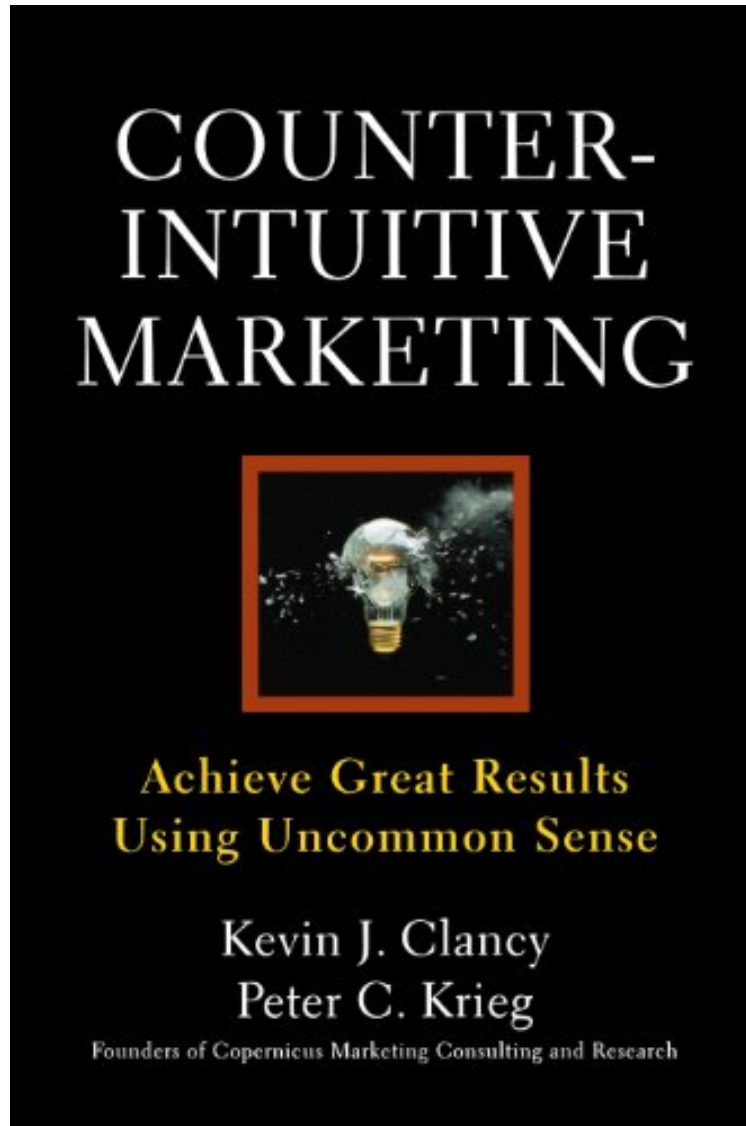


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Counterintuitive Marketing: Achieving Great Results Using Common Sense

Peter C. Krieg, Kevin J. Clancy
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Peter C. Krieg, Kevin J. Clancy : Counterintuitive Marketing: Achieving Great Results Using Common Sense before purchasing it in order to gage whether or not it would be worth my time, and all praised Counterintuitive Marketing: Achieving Great Results Using Common Sense:

0 of 0 people found the following review helpful. Practical, Hard-Headed, and Dead on TargetBy CustomerThis is my favorite practitioner-oriented marketing book, along with Your Gut Is Still Not Smarter than Your Head by the same authors. Their approach is exactly what marketing practice needs.. Yes, part of the authors' purpose is making a case

for the services offered by Copernicus and firms like it, but the lessons are valid and the writing is vivid. If I could give it six stars, I would. Highly recommended. 0 of 0 people found the following review helpful. Thought Provoking By Susan LZ Bryant Great info based on data - what's not to enjoy! Sometimes the basics are best...but only with data to support them 0 of 0 people found the following review helpful. Five Stars By Customer great

Why does American business seem to sputter along where it ought to thrive? What is the source of the current plague of downsizing, disappearing companies, dot-com crashes, and here-today-gone-tomorrow advertising campaigns? Why do more products flop than ever before? Marketing experts Kevin J. Clancy and Peter C. Krieg have the answers. In *Counterintuitive Marketing*, Clancy and Krieg trace the high rate of business failure back to bad marketing strategy, and the even worse implementation of that strategy. Excess testosterone, they argue, compels senior managers to make decisions intuitively, instinctively, quickly, and, unfortunately, disastrously. In this informative and enlightening book, Clancy and Krieg confront these "over-and-over-again" marketers, who don't have time to do it right the first time, but endless time and a company bankroll to do it wrong over and over again. The authors draw from their decades of consumer and business-to-business marketing experience to describe the intuitive decision-making practices that permeate business today, and demonstrate how these practices lead to disappointing performance. Chapter by chapter, *Counterintuitive Marketing* contrasts how marketing decisions are made today with how they should be made. The authors give equal treatment to targeting, positioning, product development, pricing, customer service, e-commerce, marketing planning, implementation, and more as they present counterintuitive ideas for building and introducing blockbuster marketing programs. Readers will discover in this iconoclastic treasure chest hundreds of penetrating insights that have enabled the authors' firm, Copernicus, to transform companies and become a "brand guardian" to the Fortune 500 and emerging businesses around the world. The tools to create exceptional marketing programs really do exist, and they are all here in *Counterintuitive Marketing*, the ultimate practical guide for any company of any size.

From Publishers Weekly In one of the most thoughtful marketing books of the year, Clancy (coauthor of *The Marketing Revolution*, etc.) and Krieg hammer home the point that nothing is more important to a business's success than marketing. They maintain that, at a time when most corporate growth has resulted from mergers and acquisitions, many companies use fuzzy qualitative research to make quick, uncontested "gut" decisions. The result is marketing campaigns with a dismal return of one to four percent, say Clancy (former chairman of the respected Yankelovich, Clancy and Shulman research/polling firm) and Krieg (cofounder with Clancy of Copernicus, a marketing research firm). In subsequent sections, they parse traditional marketing strategies for everything from positioning to new product development, pinpointing flawed practices (e.g., studying habits of heavy buyers) and offering alternatives (e.g., segmentation studies). They conclude with advice for shoring up implementation of a well-designed marketing plan, including test marketing on the Internet. Throughout, Clancy and Krieg follow up their clearly presented insights with questions for self-assessment. While they admit that solid marketing (such as that executed by British Airways, Dell, Harley-Davidson and Pepsi) is hard to do well, they believe that it's the only means for long-term success, since "the purpose of a business is to create customers, not to reward stockholders, not make a quarterly dividend." More theoretical and less hip than Sergio Zyman's *Building Brandwidth* (Forecasts, Oct. 16), Clancy and Krieg's book is a valuable tool for those willing to invest the time to extract their insights. (Dec.) Copyright 2000 Reed Business Information, Inc. From Library Journal The authors are the founders of Copernicus Marketing Consulting and Research, a marketing research firm. In addition, Clancy, formerly with Yankelovich Clancey Schulman, coauthored *The Marketing Revolution* and *Marketing Myths That Are Killing Business*. In this new book, the authors question whether downsizing, a business technique for increasing profits by cutting costs, allows for growth and, if not, is thus self-defeating. They instead recommend marketing existing as well as new goods and services as the way to expand. Links between strategic planning and marketing are stressed, along with the advisability of taking advantage of technological advances. The authors discuss the differences between marketing plans based on tradition and those based on science and pose 100 questions for business leaders to consider when evaluating the strengths and weaknesses of their firm's marketing efforts. This important book should be considered by everyone studying or making marketing decisions and should be included in all libraries that serve business. D Littleton M. Maxwell, Univ. of Richmond, VA Copyright 2001 Reed Business Information, Inc. About the Author DR. KEVIN J. CLANCY is chairman and CEO of COPERNICUS, The Marketing Investment Strategy Group. He lives in Massachusetts PETER C. KRIEG is Executive Vice President of COPERNICUS and a consultant to major clients in the USA and abroad. He lives in Connecticut