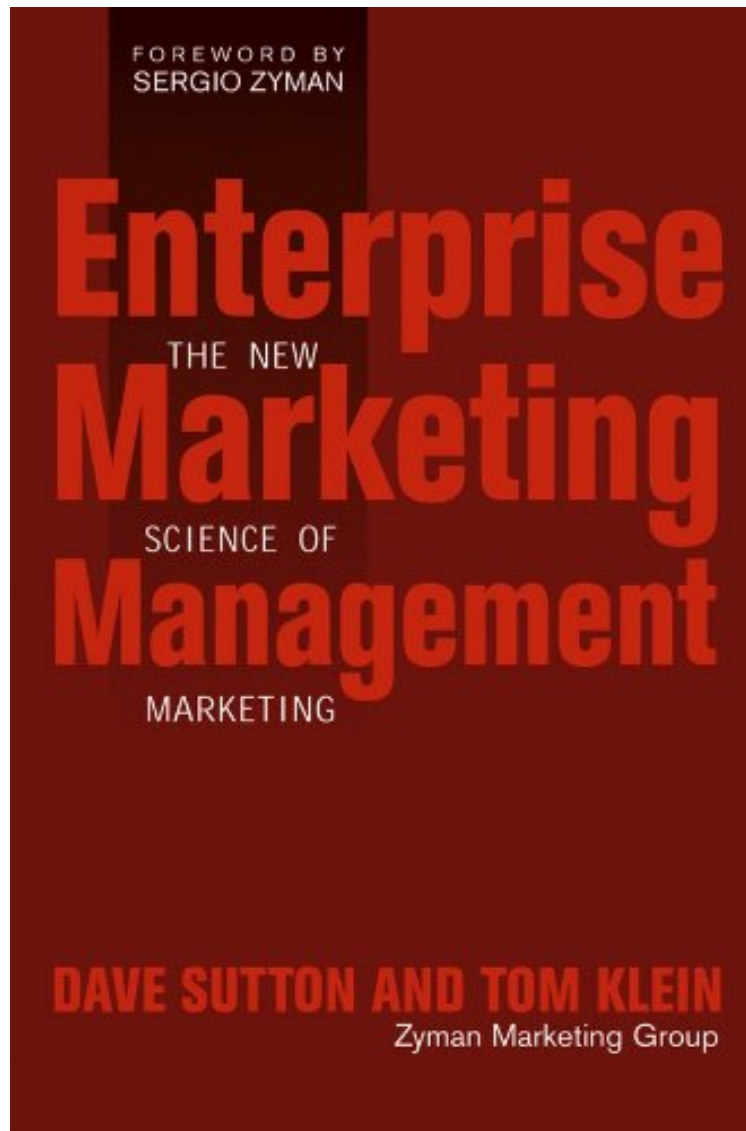


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# Enterprise Marketing Management: The New Science of Marketing

*Dave Sutton, Tom Klein*

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**Dave Sutton, Tom Klein : Enterprise Marketing Management: The New Science of Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Enterprise Marketing Management: The New Science of Marketing:

6 of 7 people found the following review helpful. Good book for marcom professional By Mikko Marsio Book has a very interesting name and for some point book does fulfill expectations but... book is too much trying to find relevance for marketing function not to explain the relevance of marketing in corporate environment...book is written in a way "marketing for dummies"... CRM is explained as a IT tool to develop internal processes with IT... brand and customers/customer relationships are separated too much... every page has too many times word selling (push

approach) not customer's buying (pull approach) So the total approach of the book is not very modern. Book is a good starting point for a marcom professional who would like to be a marketing professional. I find the book useful to myself when I have to explain what is marketing for a production oriented person. 2 of 3 people found the following review helpful. Now I Get It! By A Customer I've never really "got" marketing before. I'm in the tough position of being asked to do marketing without any experience. This book has the secret ingredients that are relevant to every person who is new to marketing. I didn't want to know how to do all of the marketing tactics, like ads or promotions or whatever. I needed to know how to think about setting marketing strategies so that my company can sell more. This is the book if you've got the same challenge. On a side note, despite the rather dry cover, the charts and graphs inside are very helpful (and might even show up in some of my company presentations soon). 2 of 4 people found the following review helpful. Let the Revolution begin! By A Customer At long last, I finally understand what marketing is supposed to be doing - not just printing brochures that sales throws away (see Chapter 4, I think). While it's easy to provide a lot of anecdotes, this book is the best "how to" guide to modern marketing that I've seen. It acknowledges the fact that not everyone has a huge advertising budget - or even an ad budget at all. B2B marketers should appreciate what's found within just as much as B2C.

A groundbreaking paradigm that takes a scientific approach to marketing practice Top executives at the renowned Zyman Marketing Group introduce a revolutionary new method for marketing managers—Enterprise Marketing Management (EMM). EMM systematically links marketing to all the essential functions within an organization, realigning the enterprise to put marketing efforts and customer service at its core. With an introduction by marketing guru Sergio Zyman, Enterprise Marketing Management covers topics such as brand architecture, investment measurement, and how to engineer creativity. EMM, adopted by many Z-Marketing clients, is a proven strategy for transforming organizations and achieving bottom-line results. Dave Sutton (Atlanta, GA) is President/CEO of Zyman Marketing Group. He has more than eighteen years of experience in management and technology consulting. He is a frequent speaker on brand strategy, marketing strategy, and e-business strategy, and serves as President of the Strategic Leadership Forum. He is regularly quoted in Fortune, Forbes, eCompany Now, Upside, and the Chicago Tribune. Tom Klein (Atlanta, GA) is Vice President of Zyman Marketing Group. He has fifteen years of experience in strategy, information technology, and brand marketing.

From the Inside Flap Enterprise Marketing Management is the manifesto for the New Science of Marketing. It gives marketing managers of any company the tools and know-how to create nothing less than a marketing revolution. The revolution is marketing that works, marketing that sells. Building on the principles laid out in marketing guru Sergio Zyman's The End of Marketing as We Know It, authors Sutton and Klein lay out a clear, proven path for: Creating a compelling, data-driven brand positioning that is guaranteed to drive sales Translating your brand positioning into a brand experience to ensure that every company asset is always selling Putting ROI at the center of everything that marketing does The name of this path—Enterprise Marketing Management. Along the way, they provide the essential guide for transforming marketing into a scientific discipline and leveraging every element of the enterprise to drive sales, especially enterprise information. It's high time for marketing to take advantage of the billions of dollars of corporate investment in information gathering—about everything from customer behavior to inventory turnover. With detailed company examples, step-by-step methodologies, and diverse company case studies from the likes of American Express, Mars, Toshiba, and Aspen Skiing Company, Enterprise Marketing Management gives marketers everything they need to traverse and demystify the unfamiliar territory of Customer Relationship Management (how to cross-market so as to cross-sell), New Media, and even Marketing Organization Design in the pursuit of higher sales. Finally, while in some circles it may be fashionable to talk about bringing financial discipline to marketing, few companies are actually doing it. Enterprise Marketing Management gives you what you need to know to bring an ROI mindset to everything marketing does. With the right toolsets and a scientific discipline, marketers are liberated to focus on what every marketer should want to do—sell more. From the Back Cover "This is truly the ideal companion book to The End of Marketing as We Know It. It is the "playbook" that allows business leaders to begin transforming their Marketing function and accelerating to realize business results by applying my principles in a systematic and logical way. This systematic and logical way has a new name: Enterprise Marketing Management." —from the Foreword by Sergio Zyman "This is a must-read, especially for senior marketers who want and deserve a seat at the table. It speaks to a key issue of marketing relevancy and provides some new thinking on how to integrate marketing in an organization or enterprise and, in doing so, increase its role and importance in delivering business results." —Dennis Dunlap Chief Executive Officer, American Marketing Association "Finally, a marketing book with guts. . . . Sutton and Klein demystify the so-called "arts" of marketing and even chart the course beyond the traditional marketing mix, all in pursuit of higher sales." —Deborah Wahl Meyer Corporate Manager, Marketing Communications, Toyota "This is the closest thing to a CMO's handbook . . . it should be a mandatory read for all marketing executives from up-and-comers to the most senior leaders." —Jerry Noonan Consultant, Spencer Stuart "There's been a lot of money wasted on

technology in the hopes of improving sales and marketing. If business executives and technology providers could have read Sutton and Klein's Enterprise Marketing Management first, the outcome would be different." ndash;Joe Liemandt CEO, TrilogyAbout the AuthorDAVE SUTTON is CEO of Zyman Marketing Group. He is an authority and a frequent speaker on brand strategy, marketing strategy, and marketing transformation, having led successful strategy and marketing transformation engagements for Global 2000 companies around the world. He is a former president of the Strategic Leadership Forum and a member of the American Marketing Association's Customer Message Management Forum. TOM KLEIN is a Principal Consultant at Zyman Marketing Group. By combining experience at well-known brand marketing companies such as Nabisco and Chanel with hands-on experience in every major information technology innovation over the past decade, he has a unique perspective on how to enable marketing with the power of enterprise information. He is a frequent speaker and contributor to marketing and technology publications.