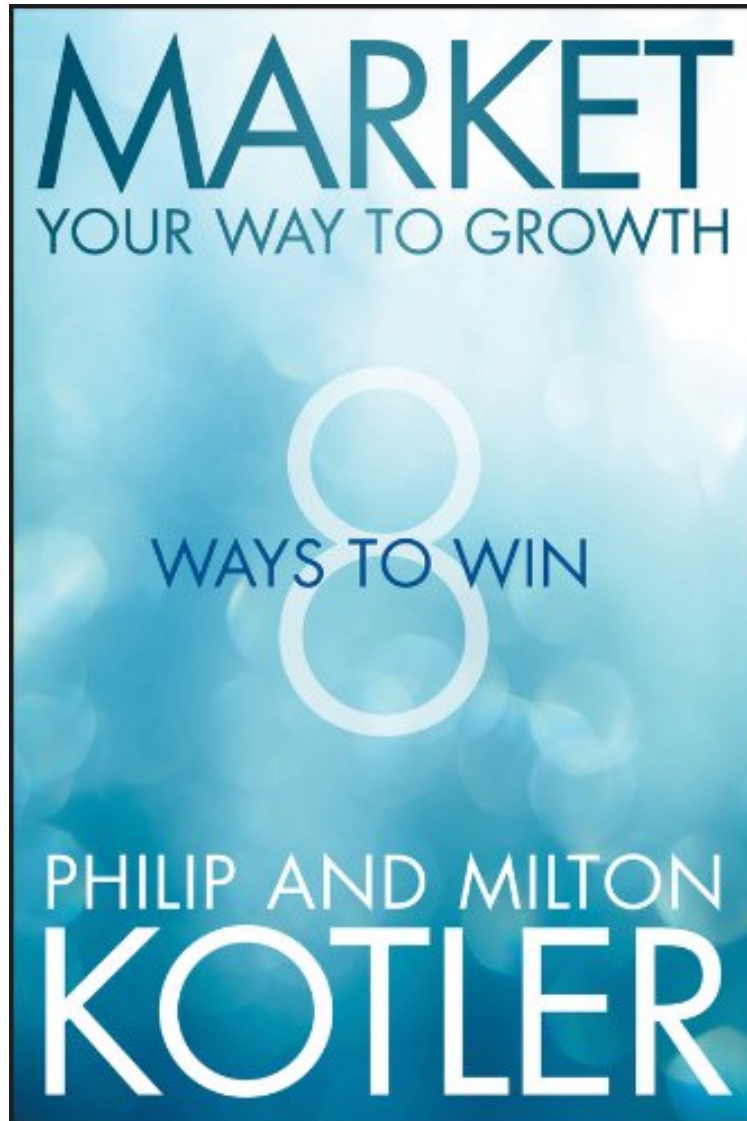


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Market Your Way to Growth: 8 Ways to Win

Philip Kotler, Milton Kotler
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Marketing guru Philip Kotler and global marketing strategist Milton Kotler show you how to survive rough economic waters With the developed world facing slow economic growth, successfully competing for a limited customer base means using creative and strategic marketing strategies. Market Your Way to Growth presents eight effective ways to grow in even the slowest economy. They include how to increase your market share, develop enthusiastic customers, build your brand, innovate, expand internationally, acquire other businesses, build a great reputation for social responsibility, and more. By engaging any of these pathways to growth, you can achieve growth rates that your competitors will envy. Proven business and marketing advice from leading names in the industry Written by Philip Kotler, the major exponent of planning through segmentation, targeting, and position followed by "the 4 Ps of marketing" and author of the books Marketing 3.0, Ten Deadly Marketing Sins, and Corporate Social Responsibility, among others Milton Kotler is Chairman and CEO of Kotler Marketing Group, headquartered in Washington, DC, author of A Clear-sighted View of Chinese Marketing, and a frequent contributor to the China business press

From the Inside Flap The United States, the European Union, and other developed countries now face years of continuing low economic growth, so low that job creation will fall far short of the growth of the workforce. With the developed world facing an excruciating slow-growth economy, successfully competing for a limited customer base means using creative marketing strategies. Market Your Way to Growth shows you how to survive these rough economic waters. The book details nine megatrends that will offer new opportunities throughout this decade, including a global redistribution of wealth, urbanization, an accelerating green global economy, rapidly changing social values, and more. Evaluate your business's readiness to navigate this shifting economic landscape using these eight growth strategies: Build Your Market Share: Outperform your competitors and grow your market share. Develop Enthusiastic Customers and Stakeholders: Attract fans and develop dedicated supply chain partners. Create a Powerful Brand: Design a powerful brand that serves as a living platform for your organization's strategy and actions. Innovate New Products, Services, and Experiences: Develop a culture of innovation and think freshly about new offerings and experiences. International Expansion: Identify international macro and micro markets of high growth and enter them successfully. Acquisitions, Mergers, and Alliances: Grow via attractive partnering opportunities through acquisitions, mergers, alliances, and joint ventures. Build an Outstanding Reputation for Social Responsibility: Improve your company's social character to win more respect and support from the public and stakeholders. Partner with Government and NGOs: Successfully bid to provide services and products that governments all over the world need. These are the most perilous times since the Great Depression, yet growth is still possible. Learn how to implement these proven strategies, and achieve growth rates that your competitors will envy. From the Back Cover If you think that companies can't grow in a low-growth economy, Market Your Way to Growth will change your mind. Most companies anchor their growth plans in one or two strategies, often adopted before the world became so globalized and technologically-advanced. Companies now need to examine all eight strategies that might promise fresh growth. Is your company innovative? Is your brand as strong as it could be? Are your customers satisfied and loyal? Are you able to wrest share from competitors? Have you moved into China, Brazil, or some higher growth markets? Have you done acquisitions and built new alliances? Have you been winning new customers by showing your deeply felt values? Have you partnered with governments and NGOs on new projects? See what dozens of other companies are doing to achieve higher growth in a low-growth world economy or industry. A large number of CEOs, senior executives, and scholars have endorsed this book. Open the book and see what they say. Mukesh D. Ambani, Chairman and Managing Director, Reliance Industries Limited, India Shumeet Banerji, CEO, Booz Company Ram Charan, business consultant and coauthor of Execution: The Discipline of Getting Things Done and other bestselling business books Jim Collins, author of Good to Great and Built to Last Marshall Goldsmith, the #1 executive coach and author of bestsellers, MOJO and What Got You Here Won't Get You There Wenbo He, President, China Baosteel Corporation Qian Sheng Jin, CEO, China (Yanliang) National Aviation Hi-tech Industrial Base William R. Johnson, Chairman, President and Chief Executive Officer, H.J. Heinz Company Robin Li, cofounder, Chairman, and CEO, Baidu, Inc. N. R. Narayana Murthy, Chairman Emeritus, Infosys, India Hermann Simon, Chairman of global consultancy Simon-Kucher Partners

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About the Author PHILIP KOTLER is one of the world's leading authorities on marketing, and his writing has defined marketing around the world for the past forty years. He is the author of *Marketing Management* (14th ed.), *Marketing 3.0*, *Ten Deadly Marketing Sins*, and *Corporate Social Responsibility*, among others. He is also the S.C. Johnson Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management. The *Financial Times* ranked him the fourth most influential management guru, and the *Wall Street Journal* ranked him the sixth most influential business thinker.

MILTON KOTLER is Chairman of Kotler Marketing Group USA, headquartered in Washington, DC, and Kotler Marketing Group China, headquartered in Beijing and recognized as the #1 marketing strategy consultancy in China. He is also author of *A Clear-Sighted View of Chinese Business Strategy* and a frequent contributor to the China business press. If you think that companies can't grow in a low-growth economy, *Market Your Way to Growth* will change your mind. Most companies anchor their growth plans in one or two strategies, often adopted before the world became so globalized and technologically-advanced. Companies now need to examine all eight strategies that might promise fresh growth. Is your company innovative? Is your brand as strong as it could be? Are your customers satisfied and loyal? Are you able to wrest share from competitors? Have you moved into China, Brazil, or some higher growth markets? Have you done acquisitions and built new alliances? Have you been winning new customers by showing your deeply felt values? Have you partnered with governments and NGOs on new projects? See what dozens of other companies are doing to achieve higher growth in a low-growth world economy or industry.