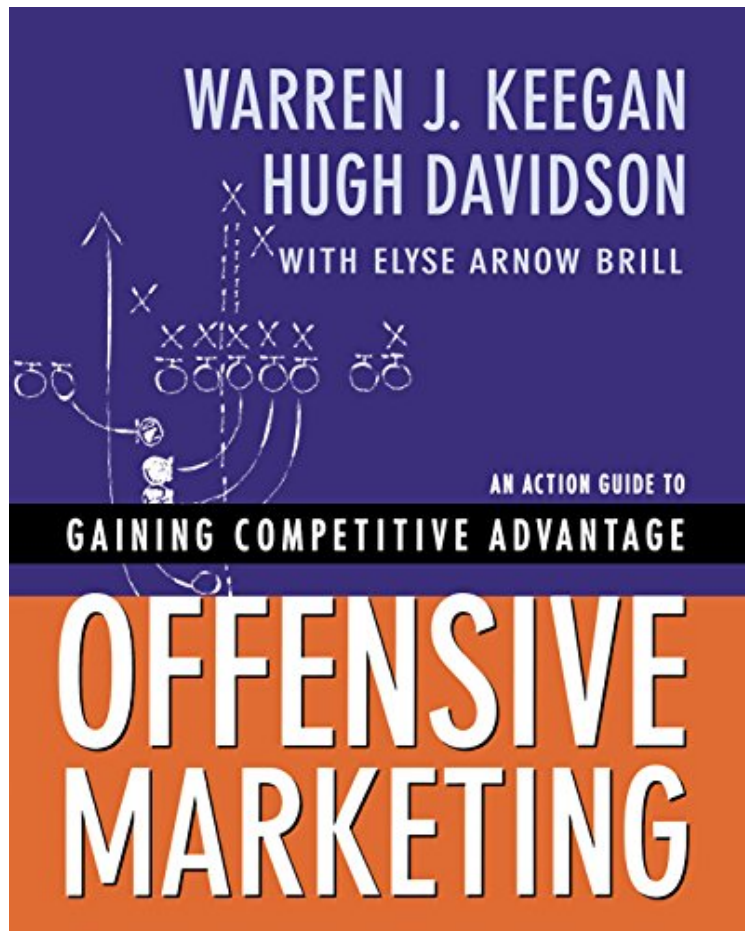


Offensive Marketing

Hugh Davidson

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Hugh Davidson : Offensive Marketing before purchasing it in order to gage whether or not it would be worth my time, and all praised Offensive Marketing:

Offensive Marketing is the best source for competitive executives who are serious about strengthening their marketing skills and producing new outcomes. The authors bring the acclaimed POISE (Profitable, Offensive, Integrated, Strategic, Effectively Executed) framework to a North American audience. POISE brings together advances in strategy, innovation, and approach to produce a new level of effectiveness and market results. Extensively used by companies and individuals worldwide, this freshly adapted book is an essential resource for all marketing students and professionals interested in achievable strategies and profitable marketing.

"Warren Keegan and Hugh Davidson are reknowned all over the world for both their wisdom and their original thinking... I commend [this book] to everyone, young or old, who has an interest in best practice in marketing." -

Professor Malcolm McDonald, Cranfield University School of Management "Offensive Marketing breaks new ground in getting to the heart of strategy marketing...more value for customers, and higher profits for marketers. The authors underline the importance of de-marketing (yes, de-marketing)... to insure that that every reasonable step is taken limit the abuse and misuse of the company's product." Hermawan Kartajaya, President, MarkPlusCo and President, World Marketing Association "This is no academic treatise limited to theory. POISE will become a more useful and meaningful word than ever as it unlocks the key to offensive marketing thinking and techniques." Michael Friedman, President and CEO, Purdue Pharma LP

From the Back Cover "Offensive Marketing breaks new ground in getting to the heart of strategy marketing: the POISE model is a guide to offensive marketing in the best possible sense: more value for customers, and higher profits for marketers. The authors also underline the importance of de-marketing (yes, de-marketing)... to ensure that that every reasonable step is taken limit the abuse and misuse of the company"s product." - Hermawan Kartajaya, President, MarkPlusCo and President, World Marketing Association "Offensive Marketing is written for anyone interested in short- and long-term development of the top and bottom lines in his or her PL. This is no academic treatise limited to theory. POISE will become a more useful and meaningful word than ever as it unlocks the key to offensive marketing thinking and techniques. This volume is filled with useful and illuminating examples of real world marketing that demonstrates how the Offensive Marketing approach generates meaningful long-term results." - Michael Friedman, President and CEO, Purdue Pharma LP

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Offensive Marketing places marketing in the context of tomorrow, where attitudes and Emotional Intelligence are as important as IQ; where consumers demand honesty and transparency; where customer trust is at a low, yet access to hard information through the internet is at an all-time high; where consumer power is growing by leaps and bounds and satisfying them is the key success factor for every company; where price increases have to be earned; and where the attitudes and values of companies are continually under the microscope. Offensive Marketing is a set of consumer and profit-oriented approaches that lead to winning strategies, executed with flair. It means leading the way and turning competitors into followers. Offensive Marketing is the best source for competitive people who are serious about strengthening their marketing skills, whether they are CEOs, CFOs, or marketing professionals. With more than 100,000 copies sold worldwide, the authors bring the acclaimed POISE (Profitable, Offensive, Integrated, Strategic, Effectively Executed) framework to a North American audience. Globally regarded as a marketing must-have, this book imparts practical learning, to communicate leading-edge approaches, and to stimulate new thinking.

About the Authors: Warren J. Keegan is professor of marketing and international business at Pace University"s Lubin School of Business in New York, where he also serves as the director of the Center for Global Business Strategy. Dr. Keegan is the president of Warren Keegan Associates, Inc., a firm that focuses on marketing and global strategic management. Hugh Davidson is Visiting Professor of Marketing at Cranfield University, one of Europe's leading Business Schools. He started at P G, and has worked in 15 countries and over 100 categories, either as a senior executive or leader of consulting teams, with companies like GlaxoSmithKline, Pepsico, Corning, Mitsubishi, Unilever, and Volkswagen. He was Founder Chairman of Oxford Strategic Marketing.

About the Author Professor of marketing and international business at Pace University's Lubin School of Business in New York, where he also serves as the director of the Center for Global Business Strategy. Dr. Keegan is the president of Warren Keegan Associates, Inc., a firm that focuses on marketing and global strategic management. Visiting Professor of Consumer Marketing, Cranfield University, UK. Fellow and past Chairman of the UK Marketing Society.