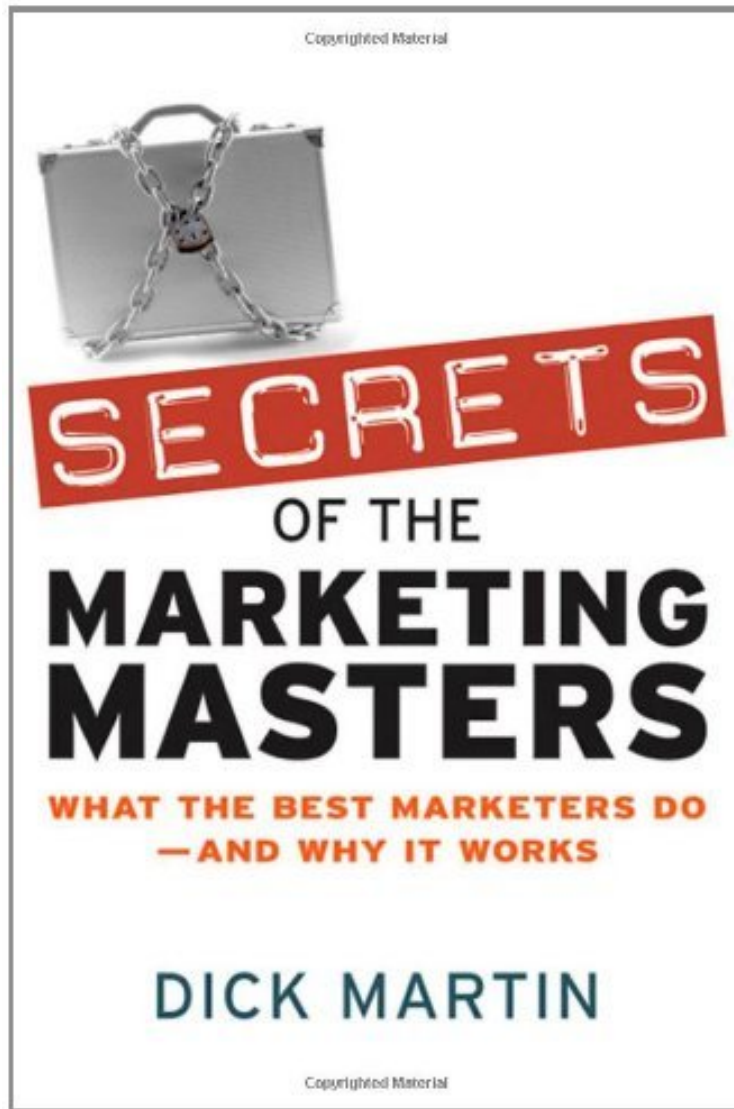


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## Secrets of the Marketing Masters: What the Best Marketers Do -- And Why It Works

*Dick Martin*

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**Dick Martin : Secrets of the Marketing Masters: What the Best Marketers Do -- And Why It Works** before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of the Marketing Masters: What the Best Marketers Do -- And Why It Works:

0 of 0 people found the following review helpful. Dick Martin's Secrets of the Marketing MastersBy Dennis CarignanDick has done a great job of showing how marketing is not something from the front office but is actually a reflectrion of the life of the firm.His tactic of looking from both inside the firm and from the perspective of the

customer is very helpful for long range planning and it is a tactic that many firms miss. I was amazed at how the skillsets needed by good marketers are the same ones needed by good supervisors and project managers. Must read for leadership studies. 1 of 1 people found the following review helpful. Discover how great marketers think By Susanna Hutcheson Great marketers are not like other people. They think differently. They see possibilities in all sorts of things. In this new book, you'll see how you can deal with current market conditions and come out ahead of the pack. Dick Martin, former ATT public relations and brand management executive understands the tough atmosphere of today's business environment. He gives the reader examples from the great marketing powerhouses such as PG and Zappos. The book is actually directed at the corporate culture and not the individual entrepreneur. But anyone will find it helpful. Highly recommended. - Susanna K. Hutcheson 2 of 2 people found the following review helpful. A timely and thought provoking read By Donald E. Procknow This is an excellent book which should be a timely and valuable resource to company executives and can also be of interest to consumers, as well. The reader will certainly understand that marketing has changed a great deal in the past 10 years. The use of the internet as a marketing tool has greatly contributed to this. The book is well-researched, and Dick Martin has captured the views of leading marketing experts in successful companies and executive search organizations. It is astonishing to learn the measures that marketing experts are taking these days to delve more deeply into the habits, needs, and social settings of customers and potential customers. The author also points out that marketing is more than building a marketing department. Successful marketing involves nearly all of the various departments in a company working together to build a marketing culture in tune with goals and objectives of the CEO.

All the old rules of marketing are up for grabs. Markets are fragmenting and globalizing; consumers have greater control over when and what media they use; and digital technologies have changed how people shop, work, and relax. But a small number of senior marketing leaders know how to engage consumers and keep them coming back. This book reveals the secrets to their success. Featuring exclusive interviews with top consumer and business-to-business marketers at companies like PG, Unilever, GE, Nortel and American Express, *Secrets of the Marketing Masters* offers insight and practical advice, from how to gain the confidence of your colleagues on the senior team to how win your customers' trust. Marketers will discover how to: - build a marketing culture - share results that matter - good and bad - connect with customers on an emotional level - find ways to amplify the customer voice within their company - run marketing like a professional service - cultivate positive word of mouth both on and offline - build customer listening posts - develop forward sensing mechanisms to spot new trends With this real-world, insider advice, readers can discover the techniques that will set them apart from the crowd and create lasting customer loyalty.

"Secrets of the Marketing Masters best serves executives and advertising departments looking to move their message into the new marketing realm, rolling out a successful campaign while avoiding some of the pitfalls of the wired world." --Houston Business Journal From the Inside Flap It seems that up until just a few years ago, the ad men of Madison Avenue ruled the fiercely competitive marketing world. The creative geniuses who ran these agencies seemed to have a playbook for every product category: push beer during weekend sports, sell soap on the day; time dramas, and whatever you do, do it in a 30-second TV spot. But today, the old marketing formulas don't work. Changes in technology have changed people's behavior; they have different habits, tastes, and values. Most of today's marketing masters have moved off Madison Avenue, and advertising is only part of their jobs. In fact, the intellectual capital of the marketing world seems to have moved to the client side. But these marketing masters are not necessarily "superstars." Some of them work quietly behind the scenes. They all tend to stay in one place longer than average. And they seem to have cracked the code on helping their companies achieve consistent profitable growth. But just what is their secret? *Secrets of the Marketing Masters* reveals the keys to their success. Featuring exclusive interviews with top consumer and business-to-business marketers at companies like PG, Unilever, GE, Diageo, and American Express, this book offers insight and practical advice, from how to gain the confidence of your colleagues on the senior team to how to win your customers' trust. With more than 90 specific tips drawn from the experiences of the world's top marketers and real-life examples from both consumer and business-to-business marketing, it shows you how to: • Develop insight into people's needs • Share results that matter - good and bad • Get to know your customer • Become your customer's voice • Be true to your brand's meaning • Build a strong team of creative professionals • Stay in touch with customer's changing desires, needs, and values • Make it easy for customers to ask questions or make complaints • Understand new trends in the digital world • Cultivate positive word of mouth both on and offline When it comes to brilliant marketing, Dick Martin is an expert. For 32 years he honed his skills at ATT where he was executive vice president of public relations, employee communications, and brand management. Here he offers rare insights from the well-known marketing masters - like John Hayes at American Express and Beth Comstock at General Electric - to lower-profile masters like Rob Malcolm at Diageo and Alessandro Manfredi at Unilever. Successful marketing is an art, and only the truly savvy seem to get it just right. With *Secrets of the Marketing Masters*, you will be one of the few who know exactly what your customers want, even before they do. Dick Martin was formerly

executive vice president of public relations, employee communications and brand management for ATT. He has written for publications such as the Harvard Business Review, BusinessWeek Online, Chief Executive, and Leader to Leader. He lives in Summit, New Jersey.

**From the Back Cover** The old rules of marketing are up for grabs. Markets are fragmenting and globalizing; consumers have greater control over when and what media they use; and digital technologies have changed how people shop, work, and relax. But a small number of senior marketing leaders know how to engage consumers and keep them coming back—and this book reveals the secrets to their success. Featuring exclusive interviews with top consumer and business-to-business marketers at companies like PG, Unilever, GE, Diageo, and American Express, *Secrets of the Marketing Masters* offers insight and practical advice, from how to gain the confidence of your colleagues on the senior team to how to win your customers' trust. With this real-world, insider advice, you can discover the techniques that will set you apart from the also-ran marketing crowd and enable you to create lasting customer loyalty.

**Advance Praise for *Secrets of the Marketing Masters*:** "From cover to cover, Dick Martin's book abounds with insights every marketer should heed." — Keith Reinhard, Chairman Emeritus, DDB Worldwide "Well-researched, beautifully and compellingly written. Every CMO interested in achieving real, measurable success should read this book; they'll find it a hard one to put down!" — Hayes Roth, Chief Marketing Officer, Landor Associates "Martin brings to marketing the insight of successful executives. He has interviewed the 'masters' of the craft, backed up his observations with credible research, and integrates information into a compelling narrative—the best example of business journalism applied to marketing yet." — Dr. Michael B. Goodman, professor, Director, Corporate Communication International; Baruch College, The City University of New York