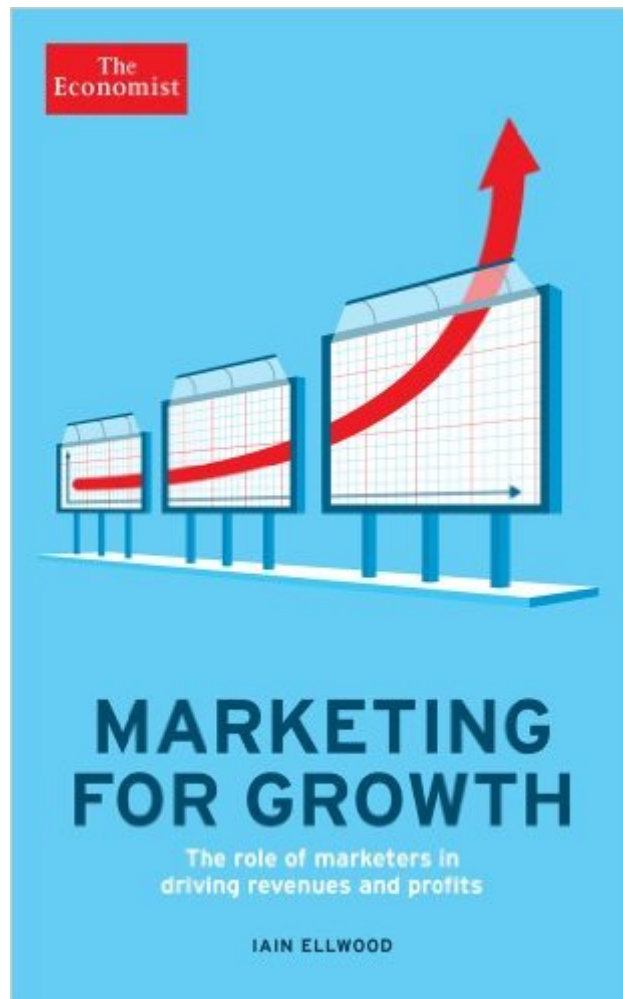


The book was found

Marketing For Growth: The Role Of Marketers In Driving Revenues And Profits (Economist Books)



Synopsis

The Economist: Marketing for Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behavior, and the forces at play in markets. This informs the development and improvement of products, processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including , China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara.

Book Information

Series: Economist Books

Paperback: 224 pages

Publisher: The Economist; First Trade Paper Edition, paperback original edition (January 28, 2014)

Language: English

ISBN-10: 161039397X

ISBN-13: 978-1610393973

Product Dimensions: 0.5 x 5.8 x 8.8 inches

Shipping Weight: 7.8 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars [See all reviews](#) (1 customer review)

Best Sellers Rank: #222,522 in Books (See Top 100 in Books) #32 in [Books > Business & Money > Marketing & Sales > Marketing > Industrial](#) #54 in [Books > Business & Money > Marketing & Sales > Marketing > Product Management](#) #134 in [Books > Business & Money > Marketing & Sales > Marketing > Multilevel](#)

Customer Reviews

In 2002 Iain Ellwood walked into my office at Interbrand and handed me a copy of The Essential Brand Book. We proceeded to have a conversation on branding that has continued for twelve years. Iain latest effort is refreshing and much needed. If you are looking for how to create logos, ads and brochures then search elsewhere. He has done the profession a great service by focusing on

marketing's real purpose of tangibly growing the top line with a bottom-line sensibility. Iain deftly balances concepts such as the net present value of a customer, the EBITDA Bridge, and the implications of switching with the strategic and creative applications of brand propositions and positioning. The result is a holistically concrete approach to helping businesses sell more, more often, to more people, at a higher margin. Areas that were particularly interesting included an examination of the brand valuation methodologies of Interbrand, Brand Finance, and Millward Brown. Iain's view on brand portfolio growth could not have come a better time as I am now assessing a multinational's very complex brand architecture. Lastly, the material dealing with employee engagement was also relevant. I was surprised to learn that Towers Watson conducted a study that shows just 35% of employees are truly engaged with their employer's brand (I actually thought it may be lower). Iain brings all of this material to life with great examples, facts and tools for helping attract and retain customers. In *Marketing for Growth* you will find Starbucks' core customer experience elements, Fidelity's marketing budget changes, and major airlines' seat occupancy figures. The book got me thinking that if I could go back to school, I would study pricing and consumer behaviour.

[Download to continue reading...](#)

Marketing for Growth: The Role of Marketers in Driving Revenues and Profits (Economist Books)
Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1)
The Economist Guide to Emerging Markets: Lessons for Business Success and the Outlook for Different Markets (Economist Books)
The Economist Guide to Financial Markets (6th Ed): Why they exist and how they work (Economist Books)
Internet Marketing For Network Marketers: How To Create Automated Systems To Get Recruits and Customers Online (network marketing, mlm, direct sales, home based business)
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing
Breakthrough Marketing Plans: How to Stop Wasting Time and Start Driving Growth
SEO for Growth: The Ultimate Guide for Marketers, Web Designers & Entrepreneurs
Driving With Care: Alcohol, Other Drugs, and Driving Safety Education-Strategies for Responsible Living: The Participant's Workbook, Level 1 Education
Four-by-four Driving: Off-roader Driving Responsible

Driving, Hardcover Student Edition (SPORTS'LIKE/RESPNS'BLE DRIVING) The Miracle Morning for Network Marketers 90-Day Action Planner (The Miracle Morning for Network Marketing) (Volume 2) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step By Step From Newbies To Professional in network marketing: network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5)

[Dmca](#)