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Value-Based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value Doyle, Peter Published by John Wiley & Sons 27.10.2000 (2000)

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Peter Doyle was internationally recognized for his teaching and research on marketing and business strategy. He was Professor of Marketing and Strategic Management at the University of Warwick Business School. Previously he held positions at the London Business School, INSEAD, Bradford and Stanford Universities.

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Doyle, Peter, 1943 June 23-2003 This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value.

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This book is not about value based marketing. It's about using marketing to drive shareholder value, and measuring marketing in terms of how it impacts shareholder value. So it just restates what everybody says about marketing, only it casts the benefit in terms of shareholder value instead of revenue, market share or profits.

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Value-based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value: Author: Peter Doyle: Edition: 2: Publisher: Wiley, 2008: ISBN: 047074135X, 9780470741351: Length: 380 pages:...

This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies. The original essence of the first edition has been maintained but obvious areas have been updated and revised, as well as, new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee. The highly prestigious panels of contributors include: Jean-Claude Larréché – INSEAD Veronica Wong – Aston Business School John Quelch – Harvard Business School Susan Hart – Strathclyde Graduate Business School (SGBS) Michael Baker – Emeritus Professor SGBS Tim Ambler – London Business School Tony Cram – Ashridge Table of Contents: PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High-Value Strategies 5 Strategic Position Assessment 6 Value-Based Marketing Strategy PART III Implementing High-Value Strategies 7 Building Brands 8 Pricing for Value 9 Value-Based Communications 10 Value-Based Marketing in the Digital Age

Innovation in Marketing is a unique collection of empirical material describing both systems innovation and the launch of new products. This ranges from the development of new high tech items such as the Organiser from Psion, to the transfer of a major brand such as Virgin Direct to a new market. Based on this the authors have developed a clear analytical model for managing innovation with a marketing perspective. Doyle and Bridgewater illustrate the key themes using case materials and the entirely new new work it contains on the linkage between innovation and shareholder value. This gives the student and professional a new decision making perspective. The key themes that structure the book are: Marketing and innovation - the model, innovation and strategy, marketing strategies and shareholder value, best practice in innovation management, effectiveness in innovation.

This text is the Australasian adaptation of Peter Doyle's Value-Based Marketing. It reformulates marketing, making it more relevant and establishing it on a sounder intellectual basis. The governing objective of management in most of today's leading companies is to maximize long-term returns to shareholders. This book redefines marketing's role as contributing to this task of shareholder value creation. It explores how marketing planning and decisions about brands, pricing, communications, distributions, and the Internet drive corporate value. This step-by-step guide provides practical ways to develop marketing strategies that generate growth and shareholder value.

While many books on advertising are written by people whose experience of the industry is either limited or else rather distant in time, Excellence in Advertising, has been created by a group of people who are directly involved in the business currently and are at the very top of their profession. The first edition of this book, published in 1997, proved to be a huge success both in the UK and internationally. This new edition is substantially updated and enlarged - with new authors added and new subjects covered. The cast list of authors, headed by Leslie Butterfield as editor and contributor, reads like a veritable Who's Who of advertising and marketing: John Bartle, Steve Henry, Professor Peter Doyle, Mike Sommers and now also Richard Hytner, Tim Broadbent, Tim Pile and others. Together their contributions present an authoritative view on what constitutes best practice in a wide range of key areas that are the context for the creation of effective advertising: Building successful brands Strategy development The analysis and interpretation of qualitative research Creative briefing Media strategy AND NEW IN THIS EDITION: Managing relationships Evaluating advertising Loyalty Shareholder value Total communication strategy Combining state-of-the-art thinking and practical advice, this book will be of value to those who use advertising to build brands, those who study advertising and its role and to those actively engaged in producing excellence in advertising on a daily basis. Leslie Butterfield is Chairman of Partners BDDH, the agency he founded in 1987. He is one of the UK advertising industry's most respected strategists, and a

regular contributor to advertising conferences and publications. He was Chairman of the IPA's Training and Development Committee from 1989 to 1997 and is now a Council Member and Fellow of the IPA.

This text brings managers the latest ideas on branding, marketing and strategic change. It includes a step-by-step guide to developing marketing strategies and advice on pricing decisions, advertising and communications plans.

The CIM Handbook of Strategic Marketing targets senior executives responsible for shaping and managing the company's strategic direction. The strategic dimensions of marketing management are emphasised along with the critical importance of matching the company's capabilities with genuinely attractive market sectors. The Handbook's strategic perspective and pragmatic outlook pervade the text and underpin its practical foundations. The rise of global competition and continuous innovation have redefined market structures, reshaped industries and given customers unprecedented value and choice. In this era of customer sovereignty there is a tremendous amount of pressure on organizations to adopt the principles of the marketing concept and to develop a much sharper strategic focus. The CIM Handbook of Strategic Marketing is a reference source to guide effective marketing practice. It provides supportive material for managers and employees who are building their marketing competence by attending training programmes, and includes contributions from leading academics - such as, Peter Doyle, Malcolm McDonald, Nigel Piercy. The book amounts to a firm blueprint written by leading marketing thinkers for designing and implementing effective marketing strategies and improving business performance. Colin Egan is Professor of Strategic Management at Leicester Business School. Michael J Thomas is Professor of Marketing at the University of Strathclyde Business School.

This collection of 39 articles provides a broad overview of various marketing situations drawn from real businesses and companies, introduces readers to analytical techniques, and illustrates the use of both behavioral and quantitative concepts.

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This book provides thorough coverage of palaeontology. It introduces the main invertebrate fossil groups, with summaries of characteristics, classification, evolutionary history and applications. It also provide up-to-date examples of the uses and importance of fossils.

Harness the power of games to create extraordinary customer engagement with Game-Based Marketing. Gamification is revolutionizing the web and mobile apps. Innovative startups like Foursquare and Swoopo, growth companies like Gilt and Groupon and established brands like United Airlines and Nike all agree: the most powerful way to create and engage a vibrant community is with game mechanics. By leveraging points, levels, badges, challenges, rewards and leaderboards – these innovators are dramatically lowering their customer acquisition costs, increasing engagement and building sustainable, viral communities. Game-Based Marketing unlocks the design secrets of mega-successful games like Zynga's Farmville, World of Warcraft, Bejeweled and Project Runway to give you the power to create winning game-like experiences on your site/apps. Avoid obvious pitfalls and learn from the masters with key insights, such as: Why good leaderboards shouldn't feature the Top 10 players. Most games are played as an excuse to socialize, not to achieve. Status is worth 10x more than cash to most consumers. Badges are not enough: but they are important. You don't need to offer real-world prizes to run a blockbuster sweepstakes. And learn even more: How to architect a point system that works Designing the funware loop: the basics of points, badges, levels, leaderboards and challenges Maximizing the value and impact of badges Future-proofing your design Challenging users without distraction Based on the groundbreaking work of game expert and successful entrepreneur Gabe Zichermann, Game-Based Marketing brings together the game mechanics expertise of a decade's worth of research. Driven equally by big companies, startups, 40-year-old men and tween girls, the world is becoming increasingly more fun. Are you ready to play?

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