



Marketing Moves: A New Approach to Profits, Growth, and Renewal

Philip Kotler, Dipak C. Jain, Suvit Maesincee

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Forget the tired argument about "old" versus "new" economy say internationally renowned marketer Philip Kotler and his coauthors Dipak C. Jain and Suvit Maesincee. The Internet, globalization, and hypercompetition are forcing companies to redefine their markets, market offerings, and marketing operations so that they can compete successfully in both the old and the new economies. The scarcity of customers, not products, calls for making marketing the primary driver of strategic planning and infrastructure effectiveness. Marketing can no longer create value by being seen only as a department whose main charge is to dispose of the company's products and services. The authors urge companies to broaden the marketing concept into a holistic framework, one in which companies and their collaborators become proficient at identifying new value creation opportunities and capable of delivering products, services, and experiences that more precisely match individual customer requirements. Thought provoking and comprehensive, this book shows how to build a complete marketing platform around the exploration, creation, and delivery of superior value to customers, collaborators, and the company itself.

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