



Market Your Way to Growth: 8 Ways to Win

By Philip Kotler, Milton Kotler

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Market Your Way to Growth: 8 Ways to Win By Philip Kotler, Milton Kotler

Marketing guru Philip Kotler and global marketing strategist Milton Kotler show you how to survive rough economic waters

With the developed world facing slow economic growth, successfully competing for a limited customer base means using creative and strategic marketing strategies. *Market Your Way to Growth* presents eight effective ways to grow in even the slowest economy. They include how to increase your market share, develop enthusiastic customers, build your brand, innovate, expand internationally, acquire other businesses, build a great reputation for social responsibility, and more. By engaging any of these pathways to growth, you can achieve growth rates that your competitors will envy.

- Proven business and marketing advice from leading names in the industry
- Written by Philip Kotler, the major exponent of planning through segmentation, targeting, and position followed by "the 4 Ps of marketing" and author of the books *Marketing 3.0*, *Ten Deadly Marketing Sins*, and *Corporate Social Responsibility*, among others
- Milton Kotler is Chairman and CEO of Kotler Marketing Group, headquartered in Washington, DC, author of *A Clear-sighted View of Chinese Marketing*, and a frequent contributor to the China business press

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Editorial Review

From the Inside Flap

The United States, the European Union, and other developed countries now face years of continuing low economic growth, so low that job creation will fall far short of the growth of the workforce. With the developed world facing an excruciating slow-growth economy, successfully competing for a limited customer base means using creative marketing strategies.

Market Your Way to Growth shows you how to survive these rough economic waters. The book details nine megatrends that will offer new opportunities throughout this decade, including a global redistribution of wealth, urbanization, an accelerating green global economy, rapidly changing social values, and more. Evaluate your business's readiness to navigate this shifting economic landscape using these eight growth strategies:

- **Build Your Market Share:** Outperform your competitors and grow your market share.
- **Develop Enthusiastic Customers and Stakeholders:** Attract fans and develop dedicated supply chain partners.
- **Create a Powerful Brand:** Design a powerful brand that serves as a living platform for your organization's strategy and actions.
- **Innovate New Products, Services, and Experiences:** Develop a culture of innovation and think freshly about new offerings and experiences.
- **International Expansion:** Identify international macro and micro markets of high growth and enter them successfully.
- **Acquisitions, Mergers, and Alliances:** Grow via attractive partnering opportunities through acquisitions, mergers, alliances, and joint ventures.
- **Build an Outstanding Reputation for Social Responsibility:** Improve your company's social character to win more respect and support from the public and stakeholders.
- **Partner with Government and NGOs:** Successfully bid to provide services and products that governments all over the world need.

These are the most perilous times since the Great Depression, yet growth is still possible. Learn how to implement these proven strategies, and achieve growth rates that your competitors will envy.

From the Back Cover

If you think that companies can't grow in a low-growth economy, *Market Your Way to Growth* will change your mind. Most companies anchor their growth plans in one or two strategies, often adopted before the world became so globalized and technologically-advanced. Companies now need to examine all eight strategies that might promise fresh growth. Is your company innovative? Is your brand as strong as it could be? Are your customers satisfied and loyal? Are you able to wrest share from competitors? Have you moved into China, Brazil, or some higher growth markets? Have you done acquisitions and built new alliances? Have you been winning new customers by showing your deeply felt values? Have you partnered with governments and NGOs on new projects? See what dozens of other companies are doing to achieve higher growth in a low-growth world economy or industry.

A large number of CEOs, senior executives, and scholars have endorsed this book. Open the book and see what they say.

Mukesh D. Ambani, Chairman and Managing Director, Reliance Industries Limited, India

Shumeet Banerji, CEO, Booz & Company

Ram Charan, business consultant and coauthor of *Execution: The Discipline of Getting Things Done* and other bestselling business books

Jim Collins, author of *Good to Great* and *Built to Last*

Marshall Goldsmith, the #1 executive coach and author of bestsellers, *MOJO* and *What Got You Here Won't Get You There*

Wenbo He, President, China Baosteel Corporation

Qian Sheng Jin, CEO, China (Yanliang) National Aviation Hi-tech Industrial Base

William R. Johnson, Chairman, President and Chief Executive Officer, H.J. Heinz Company

Robin Li, cofounder, Chairman, and CEO, Baidu, Inc.

N. R. Narayana Murthy, Chairman Emeritus, Infosys, India

Hermann Simon, Chairman of global consultancy Simon-Kucher & Partners and author of *Hidden Champions of the 21st Century*

Prijono Sugiarto, CEO, Astra International, Indonesia

Xiu Guo Tang, founder and CEO, SANY Group

Peter F. Volanakis, former President and COO, Corning Inc.

Shi Wang, founder, Vanke Group

Katharyn M. White, Vice President of Marketing, IBM Global Business Services

Guang Quan Wu, CEO, AVIC International

Hang Xu, CEO, Mindray Group

Yuan Qing Yang, Chairman and CEO, Lenovo Group

Rui Min Zhang, founder and CEO, Haier Group

About the Author

PHILIP KOTLER is one of the world's leading authorities on marketing, and his writing has defined marketing around the world for the past forty years. He is the author of *Marketing Management* (14th ed.), *Marketing 3.0*, *Ten Deadly Marketing Sins*, and *Corporate Social Responsibility*, among others. He is also the S.C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management. The *Financial Times* ranked him the fourth most influential management guru, and the *Wall Street Journal* ranked him the sixth most influential business thinker.

MILTON KOTLER is Chairman of Kotler Marketing Group USA, headquartered in Washington, DC, and Kotler Marketing Group China, headquartered in Beijing and recognized as the #1 marketing strategy consultancy in China. He is also author of *A Clear-Sighted View of Chinese Business Strategy* and a frequent contributor to the China business press.

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Users Review

From reader reviews:

Vicky Bowman:

Spent a free time to be fun activity to do! A lot of people spent their leisure time with their family, or their particular friends. Usually they performing activity like watching television, gonna beach, or picnic inside the park. They actually doing same every week. Do you feel it? Do you need to something different to fill your free time/ holiday? Might be reading a book is usually option to fill your totally free time/ holiday. The first thing you will ask may be what kinds of e-book that you should read. If you want to try look for book, may be the book untitled Market Your Way to Growth: 8 Ways to Win can be great book to read. May be it may be best activity to you.

Judy Newberry:

A lot of people always spent all their free time to vacation or go to the outside with them family or their friend. Are you aware? Many a lot of people spent many people free time just watching TV, or even playing video games all day long. If you wish to try to find a new activity this is look different you can read the book. It is really fun for you. If you enjoy the book that you read you can spent the entire day to reading a book. The book Market Your Way to Growth: 8 Ways to Win it is extremely good to read. There are a lot of individuals who recommended this book. They were enjoying reading this book. In case you did not have enough space to develop this book you can buy the e-book. You can m0ore effortlessly to read this book out of your smart phone. The price is not too expensive but this book provides high quality.

James Harris:

This Market Your Way to Growth: 8 Ways to Win is great book for you because the content that is full of information for you who also always deal with world and still have to make decision every minute. That book reveal it data accurately using great coordinate word or we can declare no rambling sentences in it. So if you are read that hurriedly you can have whole details in it. Doesn't mean it only offers you straight forward sentences but tough core information with wonderful delivering sentences. Having Market Your Way to Growth: 8 Ways to Win in your hand like finding the world in your arm, info in it is not ridiculous 1. We can say that no reserve that offer you world within ten or fifteen tiny right but this book already do that. So , this is good reading book. Hey Mr. and Mrs. active do you still doubt this?

Daryl Radford:

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to arrange you to ultimately make your knowledge are still change. Let's try to choose appropriate ways for you.

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