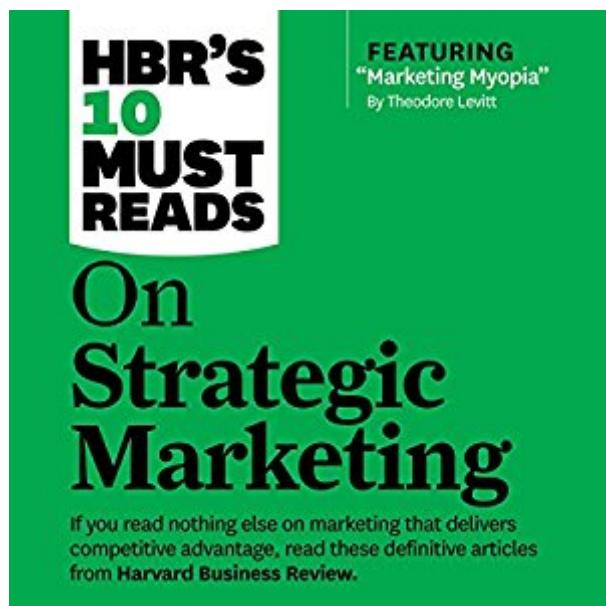


The book was found

HBR's 10 Must Reads On Strategic Marketing



Synopsis

New from the best-selling HBR's 10 Must Reads series. Stop pushing products - and start cultivating relationships with the right customers. If you listen to nothing else on marketing that delivers competitive advantage, hear these 10 articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you reinvent your marketing by putting it - and your customers - at the center of your business. Leading experts such as Ted Levitt and Clayton Christensen provide the insights and advice you need to: Figure out what business you're really in Create products that perform the jobs people need to get done Get a bird's-eye view of your brand's strengths and weaknesses Tap a market that's larger than China and India combined Deliver superior value to your B2B customers End the war between sales and marketing Looking for more Must Read articles from Harvard Business Review? Check out these titles in the popular series: HBR's 10 Must Reads: The Essentials, HBR's 10 Must Reads on Communication, HBR's 10 Must Reads on Collaboration, HBR's 10 Must Reads on Innovation, HBR's 10 Must Reads on Leadership, HBR's 10 Must Reads on Making Smart Decisions, HBR's 10 Must Reads on Managing Yourself, and HBR's 10 Must Reads on Teams.

Book Information

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Customer Reviews

Lots of worthwhile articles. HBR does a good job with its collections. The only knock would be that some of these articles are available on the Internet free of charge.

Honestly this is a seminal read for anyone involved in marketing. One Article, originally published in

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Fantastic readEasy to readVery relevant topicsWe'll structured and progressive! like HBRExcellent for getting a grip on the consumer experience and understand a bit more about the Marketing cycle

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