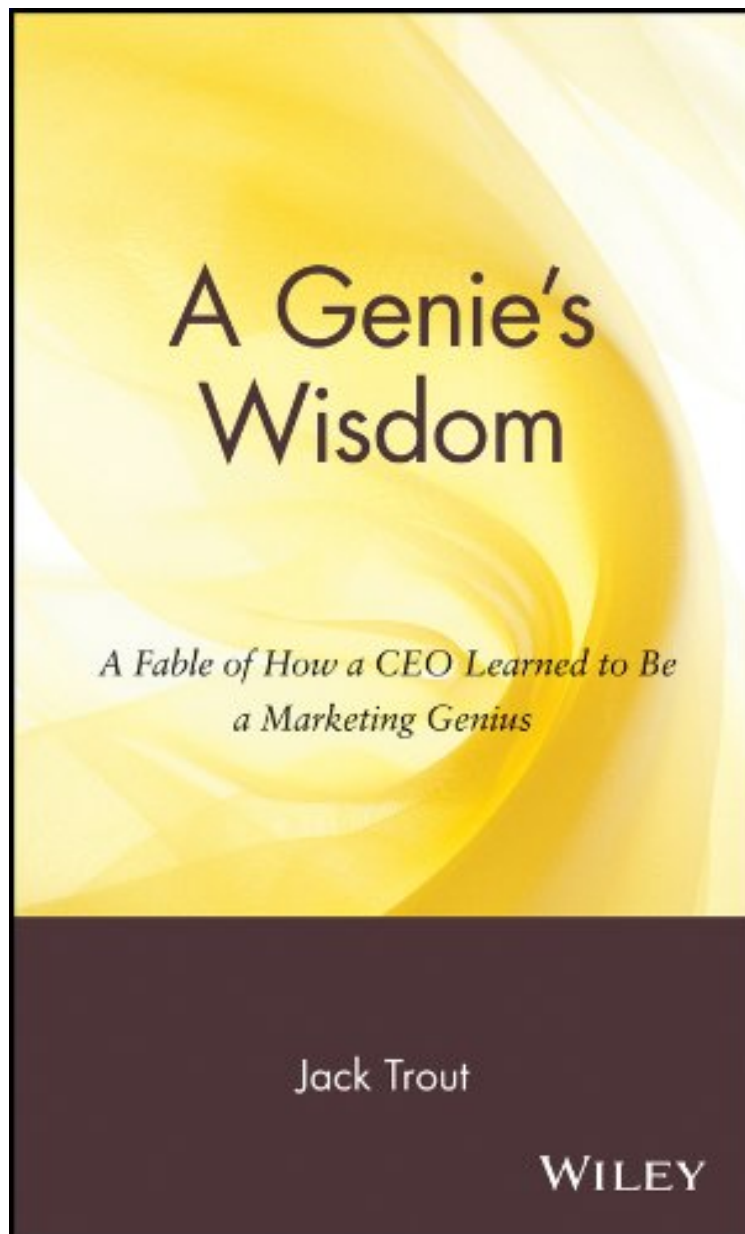


(Read free) A Genie's Wisdom: A Fable of How a CEO Learned to Be a Marketing Genius

A Genie's Wisdom: A Fable of How a CEO Learned to Be a Marketing Genius

Jack Trout

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Jack Trout : A Genie's Wisdom: A Fable of How a CEO Learned to Be a Marketing Genius before purchasing it in order to gage whether or not it would be worth my time, and all praised A Genie's Wisdom: A Fable of How a CEO Learned to Be a Marketing Genius:

0 of 0 people found the following review helpful. Excellent ConceptBy Maxim MasiutinJack Trout is an owner of Trout Partners, a consulting firm. He is one of the founders and pioneers of positioning theory, and also marketing warfare theory. Positioning is creating an image or identity in the minds of the target market for the product, brand, or organization. It is the 'relative competitive comparison' the product occupies in a given market as perceived by the target market. Marketing warfare strategies are a type of strategies, used in business and marketing, that try to draw parallels between business and warfare, and then apply the principles of military strategy to business situations, with competing firms considered as analogous to sides in a military conflict, and market share considered as analogous to the territory which is being fought over. This book covers all basic aspects of marketing in a very friendly manner, with simple, easy to understand real-life examples. The author hates the meaningless buzzwords used by marketers. The author has used a surprising concept of the Genie as a marketing advisor to a CEO of a big public company in a way that the marketing is taught using simple conversations, questions and answers, between the Genie and the CEO. The questions are: What Is the Essence of Marketing? What's Branding All About? What Should Be My Product Strategy? How Do I Get My Pricing Right? Are There Limits to Growth? What is Good Research? How Do I Evaluate Advertising? How Do I Pick the Right Medium? How important Are Logos? What Mistakes Are Made Most Often? This concept of using Genie as a mentor is amazing, exciting and amusing. There is a lot of humor, liveliness and variety, as well as caustic satire in the case study analysis. The Genie teaches the marketing via the examples well known to the CEO, i.e. examples involving Bill Gates, Jack Welch, Michael Dell, and the other known persons. I also recommend Peter Drucker's "Innovation and Entrepreneurship" in addition to this book. Although the Drucker's writing is on management, not marketing, but it would be a valuable addition to this book. 0 of 0 people found the following review helpful. Required readingBy J. MyersMarketing master Trout cuts through the Gordian knot of what marketing is, and makes it clear in words that a junior-high-school student or a CEO can understand. Buy this book for everyone you actually care about. Especially your children. Hint: Good Marketing execs make over \$160K / year...1 of 2 people found the following review helpful. Crash Course on Marketing - Commonsensical Approach!By Vivek ChaudhuriWhile working on my Masters in B-School, I remember the enriching lessons from a Marketing Director of a Fortune 10 company. As I steer through the real world of business as a marketer and strategist, find it true to words. His message was crisp (an MBA from Kellogg); that after learning a lot of theories and analytical tools, at the end of the day, marketing is all about SPTC (Segmentation, Positioning, Targeting and Commonsense) coupled with clear and effective communication. This book will deliver you these simple basics of marketing based on common sense. As one proceeds through the book, the basic factors of marketing will unveil from a layman's perspective. USP of this book is that you can refresh / understand the basics of marketing while flying from Philadelphia to Chicago (2.5 hours). However, this book won't put folks like us (Marketers/Strategists/Consultants) out of business. Rather, it would be a good idea to gift this book to your CEO/Director/Client to emphasize the need of a clear and simple marketing strategy which must be transmitted across the organization to achieve common goals. Folks who want to make the next move in understanding the basics of marketing after reading this book might consider getting a hand on "Preface to Marketing Management" by Peter Donnelly (9th edition). Another simple book but would call for a return flight between JFK and Heathrow.

A compelling fable that distills the essence of genius marketing strategies The "King of Positioning" Jack Trout presents the story of PJ Bigdome, a newly appointed CEO looking for a new way to successfully learn about marketing. Luckily, within his PC lurks a genie with vast experience in the particulars of marketing (having helped out with some of the biggest marketing successes ever). As Bigdome finds answers to his most important questions, the reader learns the secrets of successful marketing, such as: the essence of marketing; how much stock to put into research; how to evaluate advertising; how to allocate budgets; and much more. A Genie's Wisdom allows Trout, a famed business visionary, to distill his years of management and marketing experience into an entertaining and educational yarn that reveals today's essential practices.

From Publishers Weekly Many executives probably feel like they need a genie to explain the touchy-feely mysteries of aesthetics, design and consumer psychology that underlie so much of marketing. This short, breezy but informative primer can help. Marketing consultant Trout (Differentiate or Die: Survival in Our Era of Killer Competition) is skeptical of marketing buzzwords like "synergy" and "unique tags"-and indeed of the whole "creative" approach that tries to forge emotional bonds between brand and customer rather than communicate concrete ideas. Much of his advice, therefore, flies in the face of modern marketing wisdom: ads should emphasize verbal messages rather than "dramatic visuals" that "distract people from the message"; money spent on flashy corporate logos is often wasted; and high-falutin' consumer research techniques, such as focus groups and "ethnographic" studies of families in their suburban habitat, are often useless. Trout advocates simple, obvious, oft-repeated ads, preferably with rhyming slogans, to communicate a single "differentiating idea" that will distinguish a brand from all its competitors. His philosophy is a variant of the decades-old "unique selling proposition" approach to marketing, which tries to convince consumers of a brand's one-of-a-kind attribute (say, "won't dry your skin like other soaps") to justify its higher price.

While not quite ground-breaking, Trout's easy-to-read update combines an acerbic take on contemporary marketing fads with a surprisingly thorough and practical guide to the subject for managers and "finance guys" who need to gain expertise. Copyright 2002 Reed Business Information, Inc. "...a fascinating and simple read, ideal for the CEO or senior executive who wants some light-hearted yet valuable answers..." (Professional Manager, May 2003) "...I would recommend it equally to those with little or no experience...an easy to read, accessible and lighthearted..." (Managing Information, September 2003) From the Inside Flap In A Genie's Wisdom, legendary marketer and "King of Positioning" Jack Trout offers a humorous and enlightening business fable that dispenses bite-sized portions of marketing wisdom for busy managers and executives. Newly appointed CEO B. J. Bigdome struggles in his attempt to develop a strategy for effectively marketing his products. Without a background in marketing, Bigdome doesn't know who to turn to for reliable advice-until a genie appears with solutions to all his most pressing quandaries. It's the same genie responsible for earth-shattering company turnarounds, super marketing innovations, and the success of headline CEOs. Through ten succinct chapters, the genie answers these ten fundamental questions: * What is the essence of marketing? * What's branding all about? * What should be my product strategy? * How do I get my pricing right? * Are there limits to growth? * What is good research? * How do I evaluate advertising? * How do I pick the right medium? * How important are logos? * What mistakes are made most often? This simple, handy book answers all these questions by illuminating marketing's salient points with priceless insight from Trout's years of experience. If you're anything like B. J. Bigdome, you could use the hard-won expertise of your own marketing genie-one with practical, straightforward advice on developing successful marketing strategies and techniques. Especially helpful for executives with little or no marketing background, A Genie's Wisdom offers a quick study of ten vitally important topics in the field.