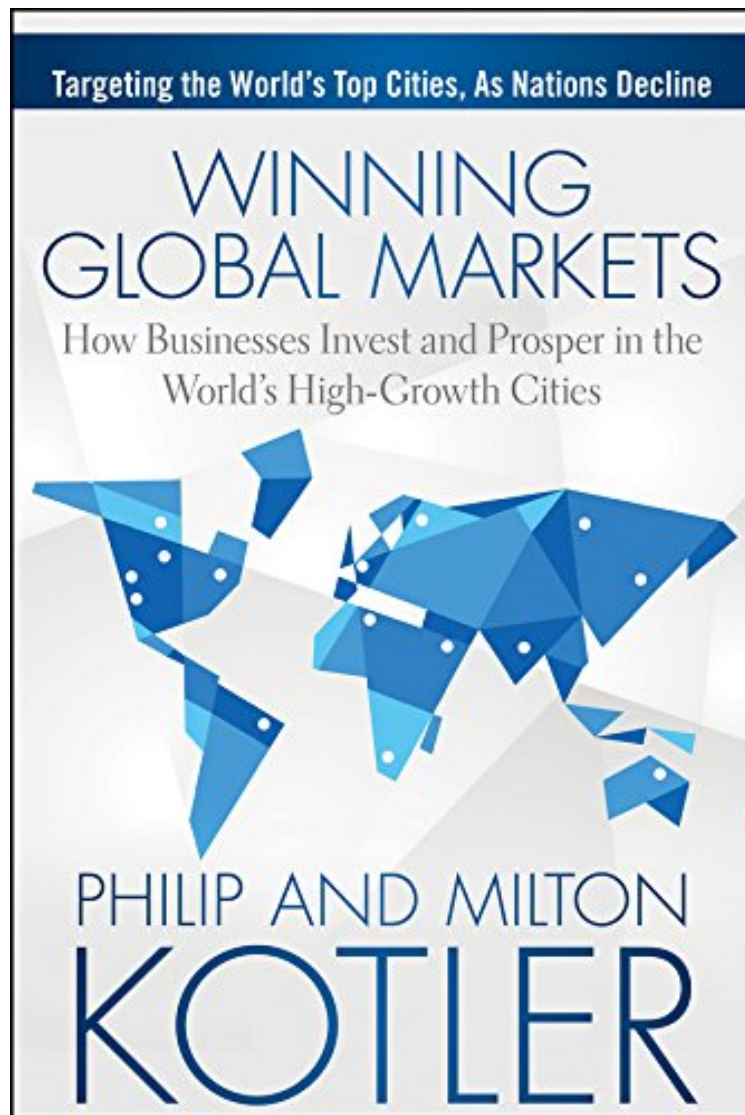


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Winning Global Markets: How Businesses Invest and Prosper in the World's High-Growth Cities

Philip Kotler, Milton Kotler
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Philip Kotler, Milton Kotler : Winning Global Markets: How Businesses Invest and Prosper in the World's High-Growth Cities before purchasing it in order to gauge whether or not it would be worth my time, and all praised Winning Global Markets: How Businesses Invest and Prosper in the World's High-Growth Cities:

0 of 0 people found the following review helpful. Must-Read for Businesspeople (and Mayors)By Hermawan KartajayaI am very impressed with this book's message that a nation's cities are more critical in globalizing

the nation than the nation itself. Too many nations think that globalizing the nation is done under the nation's leadership. The cities are simply to administer local affairs. The Kotlers take a different point of view especially noticing two things: 1. Many major cities are growing at a faster GDP rate than the nations themselves, and 2. In the historical past, most business development was led by city-states, not by nations as a whole. Italy's growth during the Renaissance was the global growth of Venice, Florence, Pizza, and other cities since Italy didn't exist as such. In today's times, think of how Singapore has operated to build itself from a city into a nation that is largely one city. Think how New York City has greatly expanded its global connections under former mayor Michael Bloomberg. All this suggests that major cities need to think globally as well as locally and they need mayors who are business-oriented and who are ready to attract leading multinationals to play a more dynamic role in their cities. The fact that so much of the world's GDP is generated in 600 cities and 1,000 of the world's top multinationals means that a nation's economic future is in the hands of its major cities and their ability to attract multinationals to participate. I found the ideas in this book to be extremely stimulating. I was impressed with the Kotlers' former book on Market Your Way to Growth: 8 Ways to Win, and this book opens up our mind to the key role of cities and multinationals in making further progress. The authors present so much interesting detail that the book is a major reference on what is happening around the world. This book is also a must-read for mayors in emerging countries who want to ride the global growth.

0 of 0 people found the following review helpful. Four Stars
By Bob I liked the analysis. Great reading
0 of 1 people found the following review helpful. good book
By mobozzy This is a good quality text book - we ordered it for school and didn't have any complaints.

A new marketing paradigm focuses on the concentrated economic power of 600 global cities. *City-Centered Marketing: Why Local is the Future of Global Business* is a compelling practical analysis of a new direction of marketing within the context of intensifying urbanization and the shift of global economy from West to East. Philip Kotler, one of the world's foremost marketing experts, and his brother Milton, an international marketing strategist, explain why the future of marketing must focus on top global cities and their metro regions, and not squandered resources on small cities. Marketing is city-centered activity. 600 global cities will contribute 65 percent of the global GDP of \$67 trillion by 2025. The top 100 cities will contribute 25 percent of GDP, and 440 of these top 600 cities will be in the developing world. Top cities have to improve their marketing prowess in compete for the right companies and settling on the best terms. By 2025, the vast majority of consuming and middle-income households will be in developing regions. While New York, Los Angeles, and Chicago will remain major players because of high per-capita GDP and capital and intellectual assets, companies will pay more attention to growing city regions in the developing world. Multinational businesses must change the culture of their headquarters, divisions and branches, as well as their value chain stakeholders to take advantage of these market changes. The book details the strategies for sustainable growth with topics like: Resource allocation in developed versus developing city markets Shifting the focus to city regions instead of central governments The rise of new multinational corporations from developing economies Declining consumer and business growth in developed cities Cities in China, Brazil, India, and throughout the Middle East and Latin America are rising to become major players in the global marketplace. Philip and Milton Kotler argue that an inversion is taking place, and top cities are growing economically faster than their national rate of growth. These emerging city markets are critical to company growth, and *City-Centered Marketing: Why Local is the Future of Global Business* provides the vital information and guidelines that companies need to plan accordingly.

From the Inside Flap *Winning Global Markets: How Businesses Invest and Prosper in the World's High-Growth Cities* is a resource for business leaders and marketing managers who want to optimize their company's value by picking the top global urban markets in which to invest. It is also a valuable reference for political and civic leaders of global cities who must foster economic growth by attracting multinational corporation investment. Throughout the book, leading international marketing experts Philip and Milton Kotler make a compelling case why the future of marketing must focus on top global cities and their metro regions. The large cities of the world have an 80 percent higher per-capita GDP than their host nation economies. While emerging city markets are experiencing accelerated growth, major cities in the United States and Europe are declining in population, and their consumption, trade, and investment is weakening. In the near future, 600 global cities will account for 65 percent of the global gross domestic product and 440 of these cities will be in the developing world. As this paradigm continues to shift away from the West and toward Asia, South America, Africa, and the Middle East, the vast majority of consumer and middle-income households will be in developing regions. Savvy multinational companies will focus their attention on growing city regions in emerging markets. *Winning Global Markets* offers the strategies leaders need to adapt and invest wisely, especially in the burgeoning cities of China, Brazil, India, and other rapidly growing markets.

From the Back Cover *Harness the economic power of global cities* "We are lucky and thankful to have the Kotler brothers' brilliant insights about the 600 'world cities' generating most of the global economy. The book provides Chinese enterprises a new and creative way to audit and develop their international marketing strategies." —Mr. Zhang Ruimin, CEO, Haier Group, Qingdao, China "An important contribution for policy makers and

corporations as the world reorients itself towards a new pattern of geographical concentration.” —Nirmalya Kumar, Member-Group Executive Council, Tata Sons Professor of Marketing at London Business School “Our company’s future is tied to the great urban market centers all over the world. The Kotlers point the way in their important new book.” —Adi Godrej, Chairman, Godrej Group “A blueprint for any city or municipal leader to generate economic growth with the right combination of tools in their toolbox.” —Nancy Berry, Mayor of College Station, Texas. Home of Texas A&M University “Philip and Milton Kotler are on a crusade to tackle marketing challenges and they hold sole authority on it. If you like to expand your influence Winning Global Markets is a step in the right direction.” —A.J.M. Muzammil, Mayor of Colombo, Sri Lanka “With a refreshing data-based, analytical perspective, the Kotlers show how a global firm should appraise in which cities to gain a presence—a critical decision in the new world scene.” —David Aaker, Vice-Chairman of Prophet, Author of Aaker on Branding “Many cities in Africa, U.S., Latin America and elsewhere are coming to us with investment opportunities. The Kotler Brothers’ Winning Global Markets gives us the first systematic method for selecting the best new city markets to enter for our commercial and infrastructure enterprises.” —Wu Guang Quan, CEO, AVIC International Holdings, Beijing, China “This brilliant book of the Kotler Brothers provides Chinese cities with a new perspective on how to merge into the global innovation of industries.” —Mayor Tang Lianzhi, Wuhan city, China “This book does an excellent job helping companies understand and evaluate different global cities and where they should locate.” —SY Lau, Senior Executive Vice President of Tencent Holding Company, Shenzhen, China “Every major global company must plant its roots in the top 600 cities that generate most of global GDP.” —Dr. Chen Bin, CEO, Continental Hope Group, Chengdu, China

About the Author PHILIP KOTLER is the S.C. Johnson Son Distinguished Professor of International Marketing at Northwestern University’s Kellogg School of Management, and one of the world’s leading authorities on markets and marketing. He is the author or coauthor of Market Your Way to Growth, Good Works!, Marketing 3.0, and other best-selling titles from Wiley. MILTON KOTLER is Chairman of Kotler Marketing Group (KMG) USA, headquartered in Washington, D.C. and Kotler Marketing Group China, headquartered in Beijing, with offices in Shenzhen, Shanghai and Wuhan. KMG China is recognized as the #1 marketing strategy consultancy in China. He is author of A Clear-Sighted View of Chinese Business Strategy (2004, Remnin University Press) and coauthor with Philip Kotler of Market Your Way to Growth: 8 Ways to Win (2013, Wiley); and a frequent contributor to the China Business Press. He is a leading marketing strategist and urban and community development expert, noted for his classic 1969 book Neighborhood Government (Lexington, 2004).