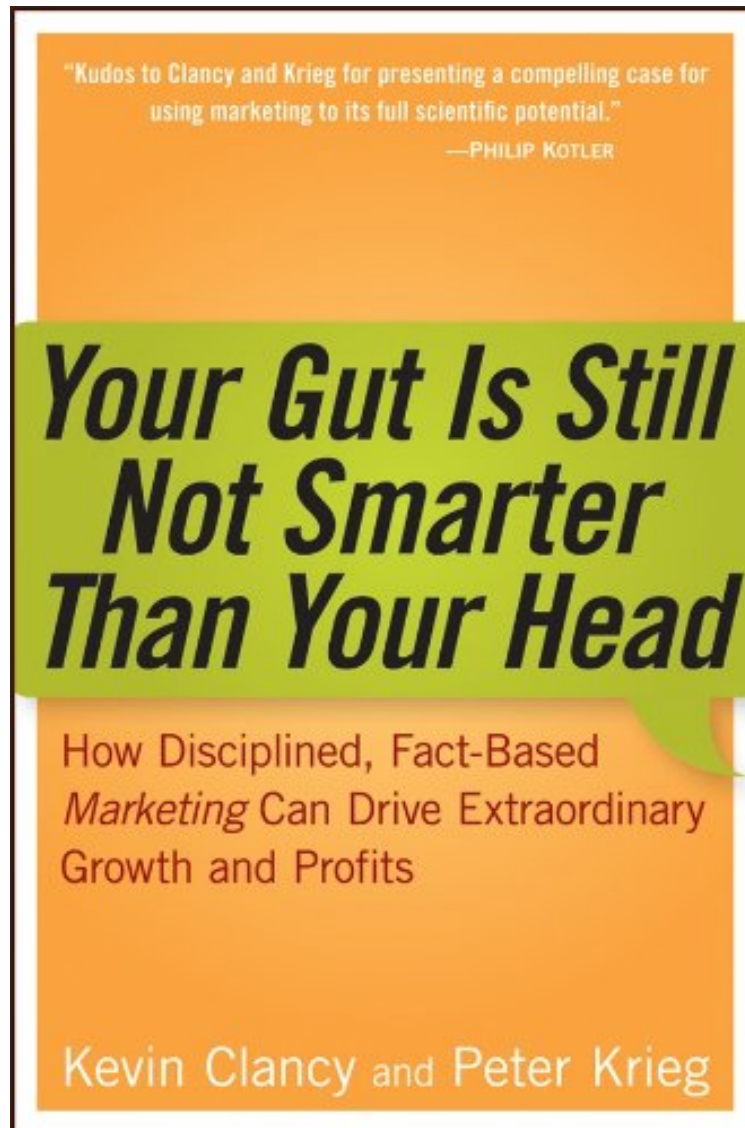


[Free] Your Gut is Still Not Smarter Than Your Head: How Disciplined, Fact-Based Marketing Can Drive Extraordinary Growth and Profits

Your Gut is Still Not Smarter Than Your Head: How Disciplined, Fact-Based Marketing Can Drive Extraordinary Growth and Profits

Kevin Clancy, Peter Krieg
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Praise for Your Gut Is Still Not Smarter Than Your Head "Too many companies treat marketing as a communication exercise to help sales move a few more cases of product out of the door. Your Gut Is Still Not Smarter Than Your Head demonstrates that marketing, properly understood, is your company's engine for spotting opportunities and nurturing them to produce long-term profitable growth." -Philip Kotler, author and S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management "Clancy and Krieg debunk the popular myth that marketing is all instinct and hocus pocus. Here's a practical approach to marketing strategy and tactics that can drive profitability and growth. There are no 'blink' shortcuts here-this is the real work of transformational marketing, laid out in a practical, concise guide that every true marketer should read!" -Susanne Lyons, Chief Marketing Officer, Visa USA "Clancy and Krieg have written a comprehensive and highly compelling how-to book for the marketing community that says: wake up and look at the facts! It's a must-read for every professional marketer who aspires to breakthrough performance." -Joseph V. Tripodi, Chief Marketing Officer, Allstate Insurance Company "Bold moves require more facts in this fast-paced era. This book is a must-read for the risk tolerant!" -Jon Luther, CEO, Dunkin' Brands, Inc. "Fact-based marketing is the best way to reinvent marketing, and Clancy and Krieg provide the blueprint to do it." -Bob Liodice, President and CEO, Association of National Advertisers "The authors demonstrate forcefully and dramatically-with numerous examples-how great, even just good, analysis leads to legendary marketing strategies." -Don Sexton, Professor, Columbia Business School, and author of Trump University Marketing 101

From the Inside FlapFor decades, marketing has been an industry driven by the gut. No one really knew what worked or why, and marketing executives rarely had to defend their expenditures and results. But times are changing. Marketing must answer to the bottom line just like every other business function, and decisions made from the gut aren't getting the job done. In Your Gut Is Still Not Smarter Than Your Head, marketing consultants Kevin Clancy and Peter Krieg explain how to implement disciplined, accountable marketing practices that get quantifiable results. The methodologies they describe, based on state-of-the-science research and modeling, will revolutionize marketing in the same way Six Sigma revolutionized manufacturing. Using case studies and real-world data, the authors explain what disciplined marketing looks like in every kind of decision and reveal how a fact-based approach beats gut-only thinking and planning every time. They also show you how to give your marketing a performance review, so you know what benefits you're getting from the money you're investing. Now you can use your head;not just your gut;when making marketing decisions that could make or break your business. Marketing is no longer just a bunch of clever gimmicks and smart slogans; it's a science with verifiable, predictable results that can, and must, answer to the bottom line. Those businesses and marketing executives who embrace the new marketing;with its tough truths and hard data;will enter the future fully equipped for success.

From the Back CoverPraise for Your Gut Is Still Not Smarter Than Your Head "Too many companies treat marketing as a communication exercise to help sales move a few more cases of product out of the door. Your Gut Is Still Not Smarter Than Your Head demonstrates that marketing, properly understood, is your company's engine for spotting opportunities and nurturing them to produce long-term profitable growth." -Philip Kotler, author and S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management "Clancy and Krieg debunk the popular myth that marketing is all instinct and hocus pocus. Here's a practical approach to marketing strategy and tactics that can drive profitability and growth. There are no 'blink' shortcuts here;this is the real work of transformational marketing, laid out in a practical, concise guide that every true marketer should read!" -Susanne Lyons, Chief Marketing Officer, Visa USA "Clancy and Krieg have written a comprehensive and highly compelling how-to book for the marketing community that says: wake up and look at the facts! It's a must-read for every professional marketer who aspires to breakthrough performance." -Joseph V. Tripodi, Chief Marketing Officer, Allstate Insurance Company "Bold moves require more facts in this fast-paced era. This book is a must-read for the risk tolerant!" -Jon Luther, CEO, Dunkin' Brands, Inc. "Fact-based marketing is the best way to reinvent marketing, and Clancy and Krieg provide the blueprint to do it." -Bob Liodice, President and CEO, Association of National Advertisers "The authors demonstrate forcefully and dramatically;with numerous examples;how great, even just good, analysis leads to legendary marketing strategies." -Don Sexton, Professor, Columbia Business School, and author of Trump University Marketing 101

About the AuthorKevin Clancy is Chairman and CEO of Copernicus Marketing Consulting, a leading research-driven consulting firm with an international clientele. He is the coauthor of the bestsellers Marketing Myths That Are Killing Business and The Marketing Revolution. He is an Adjunct Professor of

Marketing at Boston University and formerly taught marketing and sociology at The Wharton School of Business at the University of Pennsylvania. Peter Krieg is President and COO of Copernicus Marketing Consulting. He is the coauthor of *Counterintuitive Marketing and Market New Products Successfully*. Prior to Copernicus, Krieg was a managing partner at Yankelovich Clancy Shulman, where he managed the firm's European Operation.