THE FINANCIAL TIMES GUIDE TO MARKETING

From Advertising to Zen

Tim Ambler



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The Financial Times Guide to Marketing Tim Ambler, 1996 Masterful and pithy Winston Fletcher Chairman of the Advertising Association Enjoyable and dangerously candid Tom Robertson Professor of Marketing Deputy Principal Programmes Marketing London Business School The perfect primer taking you directly to the core of this essential discipline and delivering the latest marketing tools and techniques Tim Ambler brings to life the world of marketing and provides all you need to know in a book of solutions for every marketing challenge Tim Ambler teaches Global Marketing at London Value-based Marketing Peter Doyle, 2009-08-27 This book provides a clear practical introduction to shareholder value analysis for the marketing professional It gives them the tools to develop the marketing strategies that will create the most value for business For top management and CFOs the book explains how marketing generates shareholder value It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies The original essence of the first edition has been maintained but obvious areas have been updated and revised as well as new areas such as technology have been addressed The second edition of this book has been written by a ghost writer who has fully updated enhanced and replaced statistics case studies and other outdated content with the help of a select advisory panel each of whom has acted as a subject expert a guide and as part of a steering committee The highly prestigious panels of contributors include Jean Claude Larr ch INSEAD Veronica Wong Aston Business School John Quelch Harvard Business School Susan Hart Strathclyde Graduate Business School SGBS Michael Baker Emeritus Professor SGBS Tim Ambler London Business School Tony Cram Ashridge Table of Contents PART I Principles of Value Creation 1 Marketing and Shareholder Value 2 The Shareholder Value Approach 3 The Marketing Value Driver 4 The Growth Imperative PART II Developing High Value Strategies 5 Strategic Position Assessment 6 Value Based Marketing Strategy PART III Implementing High Value Strategies 7 Building Brands 8 Pricing for Value 9 Value Based Communications 10 Value Based Marketing in the Digital Age International Journal of Advertising, 1998 Harvard Business School Core Collection Baker Library, 1999

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