



The Portable MBA in Marketing

By Charles D. Schewe, Alexander Hiam

Download now

Read Online ➔

The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune—the customer. *The Portable MBA in Marketing*, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations.

This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet.

Witty, well-written, and packed with plenty of new real-world examples, *The Portable MBA in Marketing*, Second Edition brings you up to date with the latest marketing ideas and techniques, including:

- New negotiation skills for salespeople
- Current marketing strategies
- Innovative approaches to qualitative research that deepen your understanding of your customers
- Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet

Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, *The Portable MBA in Marketing*, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level.

The Portable MBA Series

The Portable MBA, with over 350,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's **Portable MBA Series** now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics.

SERIES TITLES: Core Curriculum

- The Portable MBA, Third Edition
- The Portable MBA in Economics
- The Portable MBA in Entrepreneurship, Second Edition
- The Portable MBA in Finance and Accounting, Second Edition
- The Portable MBA in Investment
- The Portable MBA in Management
- The Portable MBA in Marketing, Second Edition
- The Portable MBA in Strategy

Vital Business Topics

- Real-Time Strategy
- New Product Development
- Total Quality Management, Second Edition
- Psychology for Leaders
- Market-Driven Management

Also Available

The Portable MBA Desk Reference

The Portable MBA in Entrepreneurship Case Studies

Praise for *The Portable MBA in Marketing, Second Edition*

"I'm really 'gung-ho' about this book. If you follow its advice, your customers will become your 'raving fans.' Everyone needs to understand and apply these essential principles to attract and retain delighted customers."

—**Ken Blanchard**, author of the bestseller *The One Minute Manager*

"Helps you keep your eye on the all-important marketing ball. Infused with turbocharged examples and the latest cutting-edge concepts. . . . [You'll learn] winning strategies and actions that will propel you successfully well beyond the millennium. This fully revised book will do wonders to improve your marketing game!"

—**Scott H. Creelman**, Executive Vice President Spalding Sports Worldwide

 [Download The Portable MBA in Marketing ...pdf](#)

 [Read Online The Portable MBA in Marketing ...pdf](#)

The Portable MBA in Marketing

By Charles D. Schewe, Alexander Hiam

The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune-the customer. *The Portable MBA in Marketing*, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations.

This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet.

Witty, well-written, and packed with plenty of new real-world examples, *The Portable MBA in Marketing*, Second Edition brings you up to date with the latest marketing ideas and techniques, including:

- New negotiation skills for salespeople
- Current marketing strategies
- Innovative approaches to qualitative research that deepen your understanding of your customers
- Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet

Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, *The Portable MBA in Marketing*, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level.

The Portable MBA Series

The Portable MBA, with over 350,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's **Portable MBA Series** now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics.

SERIES TITLES: Core Curriculum

- The Portable MBA, Third Edition
- The Portable MBA in Economics
- The Portable MBA in Entrepreneurship, Second Edition
- The Portable MBA in Finance and Accounting, Second Edition
- The Portable MBA in Investment
- The Portable MBA in Management

- The Portable MBA in Marketing, Second Edition
- The Portable MBA in Strategy

Vital Business Topics

- Real-Time Strategy
- New Product Development
- Total Quality Management, Second Edition
- Psychology for Leaders
- Market-Driven Management

Also Available

The Portable MBA Desk Reference

The Portable MBA in Entrepreneurship Case Studies

Praise for *The Portable MBA in Marketing, Second Edition*

"I'm really 'gung-ho' about this book. If you follow its advice, your customers will become your 'raving fans.' Everyone needs to understand and apply these essential principles to attract and retain delighted customers."

—**Ken Blanchard**, author of the bestseller *The One Minute Manager*

"Helps you keep your eye on the all-important marketing ball. Infused with turbocharged examples and the latest cutting-edge concepts. . . . [You'll learn] winning strategies and actions that will propel you successfully well beyond the millennium. This fully revised book will do wonders to improve your marketing game!"

—**Scott H. Creelman**, Executive Vice President Spalding Sports Worldwide

The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam Bibliography

- Sales Rank: #1018894 in Books
- Published on: 1998-04-20
- Original language: English
- Number of items: 1
- Dimensions: 10.18" h x 1.63" w x 7.32" l, 2.41 pounds
- Binding: Hardcover
- 512 pages

 [Download The Portable MBA in Marketing ...pdf](#)

 [Read Online The Portable MBA in Marketing ...pdf](#)

Editorial Review

From the Inside Flap

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune-the customer. *The Portable MBA in Marketing*, Second Edition is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations. This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet. Witty, well-written, and packed with plenty of new real-world examples, *The Portable MBA in Marketing*, Second Edition brings you up to date with the latest marketing ideas and techniques, including:

- New negotiation skills for salespeople
- Current marketing strategies
- Innovative approaches to qualitative research that deepen your understanding of your customers
- Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet

Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, *The Portable MBA in Marketing*, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level. **The Portable MBA Series The Portable MBA**, with over 450,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's Portable MBA Series now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics.

Series Titles: Core Curriculum The Portable MBA, Third Edition * The Portable MBA in Economics * The Portable MBA in Entrepreneurship, Second Edition * The Portable MBA in Finance and Accounting, Second Edition * The Portable MBA in Investment * The Portable MBA in Management * The Portable MBA in Marketing, Second Edition * The Portable MBA in Strategy Vital Business Topics Real-Time Strategy * New Product Development * Total Quality Management, Second Edition * Psychology for Leaders * Market-Driven Management

Also Available: The Portable MBA Desk Reference The Portable MBA in Entrepreneurship Case Studies

From the Back Cover

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune-the customer. *The Portable MBA in Marketing*, Second Edition is dedicated to the principle that the only guarantee for continued success is a

consistent focus on and attention to customer needs, preferences, and expectations.

This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet.

Witty, well-written, and packed with plenty of new real-world examples, *The Portable MBA in Marketing*, Second Edition brings you up to date with the latest marketing ideas and techniques, including:

- New negotiation skills for salespeople
- Current marketing strategies
- Innovative approaches to qualitative research that deepen your understanding of your customers
- Hot topics such as cohort marketing, person-to-person marketing, and marketing on the Internet

Written by two leading educators/marketing consultants and drawing material from the world's finest MBA programs, *The Portable MBA in Marketing*, Second Edition covers all the marketing innovations of the past decade in an engaging, accessible format that gets you to the information you need quickly and easily. It's the fastest way to give yourself the intellectual currency you need to market your products, services, and ideas at a whole new level.

The Portable MBA Series

The Portable MBA, with over 350,000 copies sold, continues to provide instant "MBA literacy" to managers, professionals, and business owners. Wiley's **Portable MBA Series** now takes this idea one step further by providing readers with a continuing business education. Titles provide comprehensive coverage of the primary business functions taught in MBA programs, as well as focused coverage of today's vital business topics.

SERIES TITLES: Core Curriculum

- The Portable MBA, Third Edition
- The Portable MBA in Economics
- The Portable MBA in Entrepreneurship, Second Edition
- The Portable MBA in Finance and Accounting, Second Edition
- The Portable MBA in Investment
- The Portable MBA in Management
- The Portable MBA in Marketing, Second Edition
- The Portable MBA in Strategy

Vital Business Topics

- Real-Time Strategy
- New Product Development
- Total Quality Management, Second Edition
- Psychology for Leaders
- Market-Driven Management

Also Available

The Portable MBA Desk Reference
The Portable MBA in Entrepreneurship Case Studies

Praise for *The Portable MBA in Marketing*, Second Edition

"I'm really 'gung-ho' about this book. If you follow its advice, your customers will become your 'raving fans.' Everyone needs to understand and apply these essential principles to attract and retain delighted customers."

—**Ken Blanchard**, author of the bestseller *The One Minute Manager*

"Helps you keep your eye on the all-important marketing ball. Infused with turbocharged examples and the latest cutting-edge concepts. . . . [You'll learn] winning strategies and actions that will propel you successfully well beyond the millennium. This fully revised book will do wonders to improve your marketing game!"

—**Scott H. Creelman**, Executive Vice President Spalding Sports Worldwide

About the Author

CHARLES D. SCHEWE, PhD, advises clients including Kellogg, IBM, RJR Nabisco, Coca-Cola, and Procter & Gamble on strategic planning, marketing research, and how to appeal to America's aging marketplace. He is a principal at Lifestage Matrix Marketing and a full professor at the University of Massachusetts at Amherst. He has authored ten books and more than fifty articles on marketing.

ALEXANDER HIAM has worked as a marketing manager and currently provides consulting, training, and research services to clients such as General Motors, Whirlpool, and The Vermont Country Store. He is the author of a dozen books, including *Marketing for Dummies*, *The Vest-Pocket Marketer*, and *The Entrepreneur's Complete Sourcebook*.

Users Review

From reader reviews:

James Nadler:

The book *The Portable MBA in Marketing* can give more knowledge and information about everything you want. Why must we leave a very important thing like a book *The Portable MBA in Marketing*? A few of you have a different opinion about reserve. But one aim this book can give many details for us. It is absolutely suitable. Right now, try to closer with your book. Knowledge or information that you take for that, you may give for each other; you may share all of these. Book *The Portable MBA in Marketing* has simple shape but the truth is know: it has great and massive function for you. You can appear the enormous world by wide open and read a guide. So it is very wonderful.

Celeste Silver:

People live in this new time of lifestyle always try and and must have the free time or they will get great deal of stress from both lifestyle and work. So , whenever we ask do people have time, we will say absolutely without a doubt. People is human not really a huge robot. Then we inquire again, what kind of activity do you have when the spare time coming to you actually of course your answer may unlimited right. Then do you try this one, reading textbooks. It can be your alternative in spending your spare time, the book you have

read is usually The Portable MBA in Marketing.

Holly Murphy:

Does one of the book lovers? If yes, do you ever feeling doubt when you find yourself in the book store? Attempt to pick one book that you never know the inside because don't assess book by its protect may doesn't work at this point is difficult job because you are scared that the inside maybe not as fantastic as in the outside search likes. Maybe you answer can be The Portable MBA in Marketing why because the amazing cover that make you consider regarding the content will not disappoint you actually. The inside or content is fantastic as the outside or even cover. Your reading 6th sense will directly guide you to pick up this book.

Johnny Abel:

Book is one of source of expertise. We can add our information from it. Not only for students but also native or citizen will need book to know the up-date information of year in order to year. As we know those publications have many advantages. Beside most of us add our knowledge, also can bring us to around the world. By the book The Portable MBA in Marketing we can consider more advantage. Don't that you be creative people? To become creative person must want to read a book. Only choose the best book that suited with your aim. Don't end up being doubt to change your life with that book The Portable MBA in Marketing. You can more inviting than now.

**Download and Read Online The Portable MBA in Marketing By
Charles D. Schewe, Alexander Hiam #M5O7ANJWP2T**

Read The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam for online ebook

The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam books to read online.

Online The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam ebook PDF download

The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam Doc

The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam Mobipocket

The Portable MBA in Marketing By Charles D. Schewe, Alexander Hiam EPub