



# The Marketing Gurus: Lessons from the Best Marketing Books of All Time

By Chris Murray, Soundview Executive Summaries

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- *Kotler on Marketing* by Philip Kotler
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### Editorial Review

From Publishers Weekly

As the editor of Soundview Executive Book Summaries, which distills business books into 5,000-word recaps, Murray offers 17 such summaries of marketing books published in the last 15 years. It's arguably a narrow range for the best "of all time"—even with big names like Regis McKenna and Sergio Zyman on board. Each book summary begins with a quick summation, often making redundant the introductions written especially for the collection. And though the condensed versions manage to extract the key ideas from each text, some authors fare better than others. Faith Popcorn's unique voice survives compression, for example, much better than Seth Godin's does. The selected books are sequenced to suggest a broader argument that runs from connecting with customers to marketing in the 21st century, but the actual connections between the various works are largely unstated. Unless you're completely new to marketing research, chances are you've come across at least one of these books already, but Soundview's summaries are a good introduction for those with no background. (*June*)

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About the Author

**Chris Murray** is the editor of Soundview Executive Book Summaries, a subscription service that summarizes the best, most influential business books every year.

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