



# The Guru Guide to Marketing: A Concise Guide to the Best Ideas from Today's Top Marketers

*Joseph H. Boyett, Jimmie T. Boyett*

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How can I differentiate my products from the competition? Do customer retention and loyalty programs really work? How do I increase a customer's lifetime value to my company? How can I build a strong brand and manage it wisely? To find the answers to these and scores of other questions, turn to the experts at the pinnacle of the profession the gurus of marketing. They see tomorrow's trends today, understand the new informed consumer, and are shaping the future of marketing. Now you can tap into their years of experience, gain insight from their wisdom, and learn from the mistakes they made on the way to the top. Read what they have to say about branding, buzz, product placement, and more. The Guru Guide(t) to Marketing compiles the best thinking on modern marketing from the most noted names in the field to help your business and your products stand out from the pack. Like the other Guru Guides(t) before it, this book offers cutting-edge advice that is objective, thought-provoking, and always practical. Some of the Gurus you'll meet: David Aaker, author of Building Strong Brands Adam Curry and Jay Curry, coauthors of The Customer Marketing Method David F. D'Alessandro and Michele Owens, coauthors of Brand Warfare Laura Day, author of Practical Intuition for Success Malcolm Gladwell, author of The Tipping Point Seth Godin, coauthor of Permission Marketing Ian Gordon, author of Relationship Marketing Sam Hill, coauthor of The Infinite Asset and author of 60 Trends in 60 Minutes Philip Kotler, author of Kotler on Marketing and Marketing Insights from A to Z Regis McKenna, author of Real-Time Marketing Mary Modahl, author of Now or Never Don Peppers and Martha Rogers, coauthors of The One to One Future Faith Popcorn, author of EVEolution Bernd Schmitt and Alex Simonson, coauthors of Marketing Aesthetics Carl Sewell, Paul Brown, and Tom Peters, coauthors of Customers for Life Patricia Seybold, author of The Customer Revolution Judy Strauss, coauthor of Marketing on the Internet Jack Trout, author of Differentiate or Die Sergio Zyman, author of The End of Advertising as We Know It

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