

# Contents

	<b>Introduction</b>	<b>1</b>
	The relationship between strategy and marketing	2
	The influence of the gurus	2
	Heavyweight gurus	4
	Lightweight gurus	7
	Plan of the book	9
<b>ONE</b>	<b>The fundamentals of marketing</b>	<b>11</b>
	The evolution of marketing	11
	Key marketing concepts	14
	A to Z of marketing	26
<b>TWO</b>	<b>Peter Drucker</b>	<b>29</b>
	Why include him as a marketing guru?	30
	Where does Peter Drucker come in?	33
	The customer as the decision-maker	35
	What do marketing gurus and writers say about Drucker's contribution to marketing?	37
	Drucker's key publications	41
	At the feet of Peter Drucker: Lessons learnt	41

<b>THREE</b>	<b>Theodore Levitt</b>	<b>43</b>
	Marketing myopia	43
	Production Life Cycle	48
	Differentiation	51
	The globalisation of markets	52
	At the feet of Theodore Levitt: Lessons learnt	56
<b>FOUR</b>	<b>Michael Porter</b>	<b>57</b>
	Porter's Five Forces and marketing	58
	How to conduct competitors' analysis	61
	Porter's Value Chain and marketing	64
	Porter's generic strategies	66
	Differentiation and segmentation	68
	Porter's National Diamond	69
	Porter's key publications	71
	At the feet of Michael Porter: Lessons learnt	72
<b>FIVE</b>	<b>Philip Kotler</b>	<b>73</b>
	Kotler on marketing management	73
	Importance and nature of marketing	74
	Analysing the market environment	80
	Developing, testing and launching new products and services	82
	Kotler's perspective on strategic marketing	85
	Kotler's key publications	86
	At the feet of Philip Kotler: Lessons learnt	87

<b>SIX</b>	<b>Tom Peters</b>	<b>89</b>
	Close to the customer	90
	Service obsession	91
	Quality obsession	91
	Nichemanship	92
	Listening to the customers	92
	Closing remarks: A controversy	93
	Peter's on marketing and marketing issues	96
	The pursuit of WOW!	97
	Service with soul	98
	Peter's key publications	103
	At the feet of Tom Peters: Lessons learnt	103
<b>SEVEN</b>	<b>George Day</b>	<b>105</b>
	Day on strategic marketing planning	105
	His contribution on market-driven strategy	107
	Why do some companies succeed at customer relationship management (and many fail)?	112
	Day's conclusions	114
	The 'Red Queen' syndrome	114
	Day's key publications	116
	At the feet of George Day: Lessons learnt	117
<b>EIGHT</b>	<b>Jagdish Sheth</b>	<b>119</b>
	Sheth's views on industrial buying decisions	120
	At the feet of Jagdish Sheth: Lessons learnt	125

<b>NINE</b>	<b>Thomas T. Nagle</b>	<b>127</b>
	Nagle on pricing	127
	At the feet of Thomas Nagle: Lessons learnt	131
<b>TEN</b>	<b>Gurus and strategic analytical tools</b>	<b>133</b>
	Ansoff's Matrix	133
	Porter's Generic Competitive Strategies	136
	Boston Consulting Group – Product Portfolio Matrix	136
	General Electric Strategic Planning Matrix	139
	Shell Directional Policy Matrix	141
	SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis	142
	Scanning the external environment: (STEP) factors	144
	Scenario planning	147
	Benchmarking	149
<b>ELEVEN</b>	<b>Further information</b>	<b>151</b>
	Suggested reading	151
	Useful websites	153
	References	154