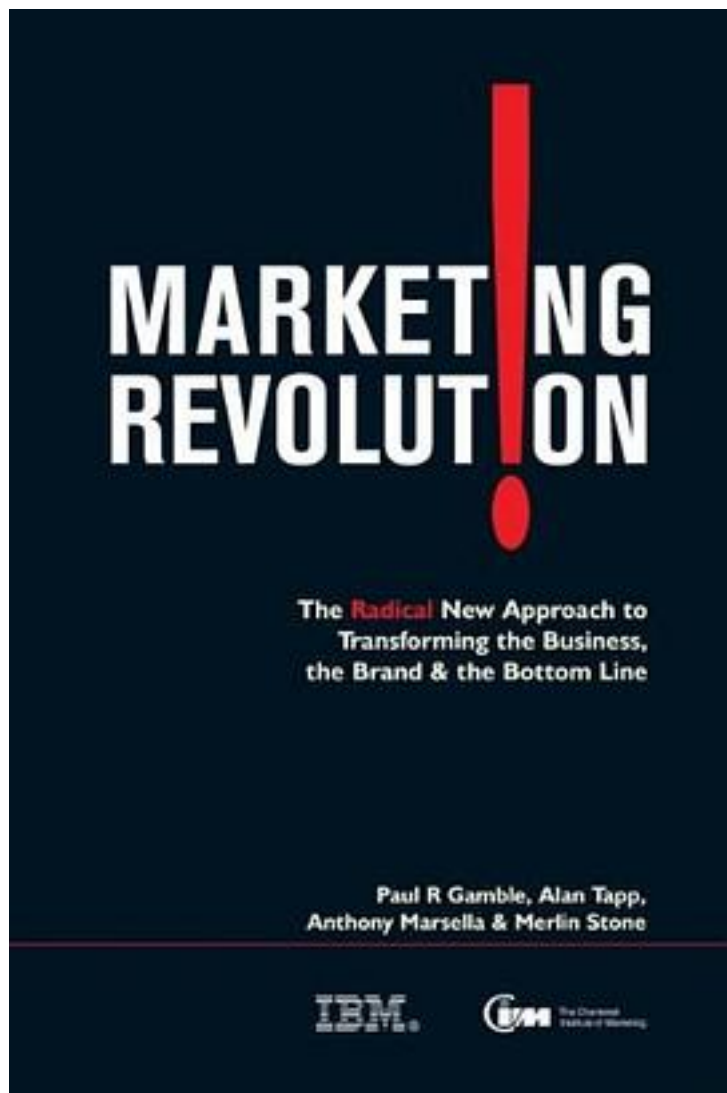


Marketing Revolution



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"Marketing Revolution" is based on the experience of IBM and its leading business partners - particularly software suppliers and marketing communications suppliers - in transforming themselves and their clients' marketing. The writers, consultants, academics and practitioners have drawn on recent research by IBM and analysts: how is the marketing function managed in companies all over the world, and how can it be improved? The book shows senior marketing managers, those who advise them, and those who study advanced marketing, how marketing can be greatly improved by taking a radical rather than an incremental approach to planning and implementing marketing. Marketing Transformation (MT) is the process by which companies completely re-architect, re-engineer, or even entirely rebuild their marketing capability (structure, processes, systems, partnerships etc.) to create radically increased business value, whether through efficiency (same results at much lower cost), effectiveness (much better results at same cost), acceleration (doing things faster), quality (doing things in a more complete, integrated fashion) or some combination of all of these.

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