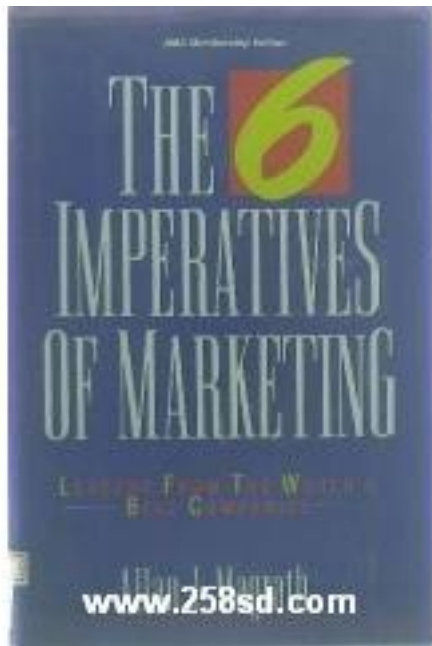


The 6 Imperatives of Marketing: Lessons from the World's Best Companies



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Introduction
Life is lived forward but understood backward.
Kierkegaard
So many changes are occurring in marketing today that executives often find it difficult to sort out the real ducks from the decoys.
Which are the crucial lasting issues and which are passing fads?
Which developments must be responded to and which can be ignored?
We live in a time of unprecedented market uncertainty; the order of the day is often disorder. What does a company that sees marketing leadership need to know--and do?
This book explores the larger issues that any marketing-driven corporation should look at and act upon. "Marketing" is meant in the largest sense of the marketing mission--the

business of orienting the corporation's efforts around customer needs so that customers bond to the company, continuing to buy at a profit to the company in mutually satisfying long-term value exchanges. In this respect, marketing is everyone's job, not just those with marketing titles on their doors. Marketing is an orientation, not an organization. The marketing landscape is changing on many levels. On a mega-level, new trading blocs and market structures are emerging in Europe, along the Pacific rim, and in the North American Free Trade Zone. Mergers and acquisitions, which are taking place at

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