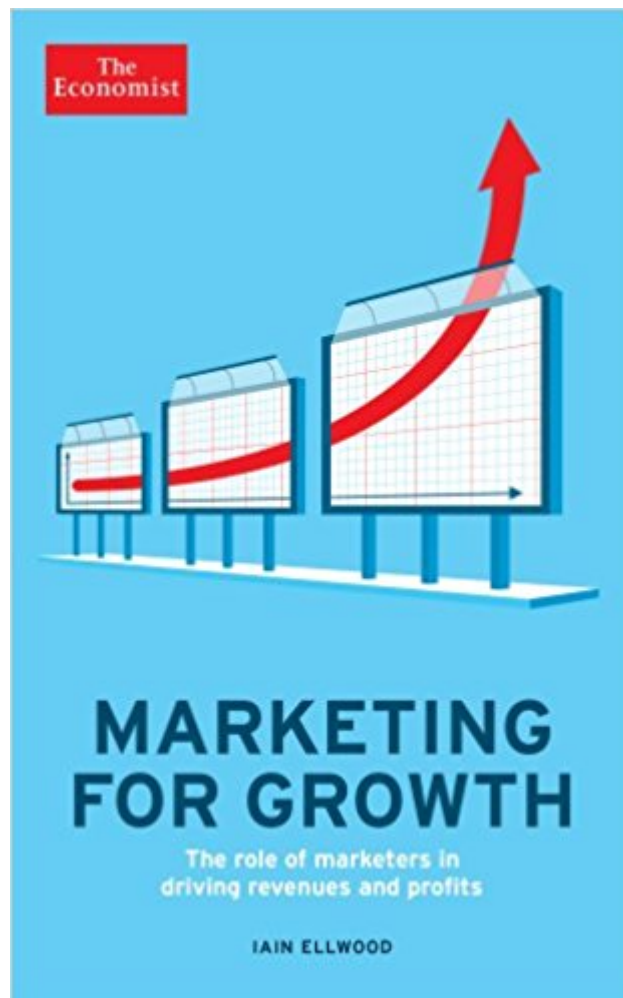




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Marketing For Growth: The Role Of Marketers In Driving Revenues And Profits (Economist Books)



Synopsis

The Economist: Marketing for Growth is a guide to how marketing can and should become a business's most important driver of growth. Marketers play a crucial role in generating revenue, and they can play an equally important role in how revenues translate into profit. They can help a company achieve growth by being smarter or more efficient than its competitors, and do so in a sustainable way. Marketers have their ear to the ground and therefore are often the first to pick up on changing customer needs and behavior, and the forces at play in markets. This informs the development and improvement of products, processes and standard of service. The book explores how to identify the most valuable customers, the most effective ways to drive revenue growth, and the best ways to improve profitability. It combines insight and practical guidance, and is supported by a wealth of hard data and anecdotal evidence from a wide range of business in Britain, America, Europe and Asia, including , China Mobile, Dove, Goldman Sachs, Haier, ING Direct, Lenovo, Mini, Procter & Gamble, Red Bull, Target, Twitter, Virgin and Zara.

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Customer Reviews

Iain Ellwood has over twenty years international experience working in Japan, Hong Kong, the Netherlands and the United States as a marketing brand strategist for such companies as AstraZeneca, Orange, Philips, RSA, Samsung, Tesco, Thomson Reuters and Virgin. He now runs his own consultancy, having previously been head of consulting at Interbrand in London. He

contributed to *The Economist: Brands and Branding* and is the author of *Wonder Woman: Marketing Secrets for the Trillion Dollar Customer* and *The Essential Brand Book*.

In 2002 Iain Ellwood walked into my office at Interbrand and handed me a copy of *The Essential Brand Book*. We proceeded to have a conversation on branding that has continued for twelve years. Iain's latest effort is refreshing and much needed. If you are looking for how to create logos, ads and brochures then search elsewhere. He has done the profession a great service by focusing on marketing's real purpose of tangibly growing the top line with a bottom-line sensibility. Iain deftly balances concepts such as the net present value of a customer, the EBITDA Bridge, and the implications of switching with the strategic and creative applications of brand propositions and positioning. The result is a holistically concrete approach to helping businesses sell more, more often, to more people, at a higher margin. Areas that were particularly interesting included an examination of the brand valuation methodologies of Interbrand, Brand Finance, and Millward Brown. Iain's view on brand portfolio growth could not have come a better time as I am now assessing a multinational's very complex brand architecture. Lastly, the material dealing with employee engagement was also relevant. I was surprised to learn that Towers Watson conducted a study that shows just 35% of employees are truly engaged with their employer's brand (I actually thought it may be lower). Iain brings all of this material to life with great examples, facts and tools for helping attract and retain customers. In *Marketing for Growth* you will find Starbucks' core customer experience elements, Fidelity's marketing budget changes, and major airlines' seat occupancy figures. The book got me thinking that if I could go back to school, I would study pricing and consumer behaviour. These to me are two significant and specific areas that benefit any company. Business schools need to figure this out and revisit their marketing curriculum. Iain's book would make for great source material in such an exercise. The lesson is marketing requires focus, depth and the ability to prove its financial contribution. So after all of this laudatory praise for *Marketing for Growth* I must profess I have one issue with it, that is, I didn't write it. Cheers Iain!

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