



The Shopper Marketing Revolution: Consumer - Shopper - Retailer: How Marketing Must Reinvent Itself in the Age of the Shopper

By Toby Desforges, Mike Anthony



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The consumer goods industry accounts for 20 percent of the world's gross domestic product (GDP)—that's over \$14 trillion in turnover. And yet the industry isn't growing! It lags behind global GDP growth, and the latest figures suggest that the world's top 250 consumer goods manufacturers lost nearly \$38 billion in profit in 2011 compared to the previous year. As growth declines, profit margins erode and leading players are caught in a perfect storm: hyper competition, the growth of mega-retailers, explosive increases in input costs, talent shortages, and the declining effectiveness of traditional marketing methods all suck profits from a once vibrant and progressive industry. Industry thought leaders see an urgent need for change.

In *The Shopper Marketing Revolution*, shopper marketing pioneers Mike Anthony and Toby Desforges analyze why the industry needs to change and provide managers in the field with the practical advice and proven techniques they'll need to revolutionize their businesses. Mike and Toby introduce the five-step Total Marketing model, an approach that creates coherent links between the end consumer and the in-store environment. Total marketing represents a fundamental shift in the way marketing works. It will help businesses understand how to respond to the reality of the 21st century—transforming the way they market their brands and relate to retail customers.



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Editorial Review

Review

"For those on the fast-track of modern business (*The Shopper Marketing Revolution*) is a must-read." - **Paco Underhill**, Author of *Why We Buy: The Science of Shopping*

"Invaluable to the careers of very many of the marketing professionals in the industry." - **Herb Sorensen**, Author of *Inside the Mind of the Shopper*

"A 'must read' for all CPG manufacturers, retailers and the agencies that provide support for this rapidly coming of age business function." - **Brian Harris**, Chairman, The Partnering Group

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From reader reviews:

Paul Birch:

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Betty Johnston:

This book untitled *The Shopper Marketing Revolution: Consumer - Shopper - Retailer: How Marketing Must Reinvent Itself in the Age of the Shopper* to be one of several books this best seller in this year, here is because when you read this guide you can get a lot of benefit upon it. You will easily to buy this kind of book in the book shop or you can order it through online. The publisher of the book sells the e-book too. It makes you quickly to read this book, as you can read this book in your Smart phone. So there is no reason to you to past this book from your list.

Stephen Adams:

A lot of people always spent all their free time to vacation as well as go to the outside with them family members or their friend. Were you aware? Many a lot of people spent they will free time just watching TV, or maybe playing video games all day long. If you wish to try to find a new activity that's look different you

can read a new book. It is really fun in your case. If you enjoy the book that you simply read you can spent the entire day to reading a book. The book The Shopper Marketing Revolution: Consumer - Shopper - Retailer: How Marketing Must Reinvent Itself in the Age of the Shopper it is rather good to read. There are a lot of individuals who recommended this book. They were enjoying reading this book. Should you did not have enough space to create this book you can buy the actual e-book. You can m0ore very easily to read this book from a smart phone. The price is not to fund but this book possesses high quality.

Thomas Crittenden:

This The Shopper Marketing Revolution: Consumer - Shopper - Retailer: How Marketing Must Reinvent Itself in the Age of the Shopper is great guide for you because the content and that is full of information for you who always deal with world and possess to make decision every minute. This specific book reveal it data accurately using great organize word or we can point out no rambling sentences within it. So if you are read it hurriedly you can have whole details in it. Doesn't mean it only offers you straight forward sentences but hard core information with splendid delivering sentences. Having The Shopper Marketing Revolution: Consumer - Shopper - Retailer: How Marketing Must Reinvent Itself in the Age of the Shopper in your hand like having the world in your arm, details in it is not ridiculous 1. We can say that no book that offer you world in ten or fifteen minute right but this guide already do that. So , this is certainly good reading book. Heya Mr. and Mrs. stressful do you still doubt in which?

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