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The 20 Ps of Marketing: A Complete Guide to Marketing Strategy

By David Pearson



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The 20 Ps of Marketing: A Complete Guide to Marketing Strategy By David Pearson

The 20 Ps of Marketing contains the thinking on which to base sound reactions to the marketing challenges faced by large and small companies today. Combining elements of the textbook and real world marketing experiences, it is packed with useful information and meditations on the craft of marketing, designed both to structure the reader's thinking and as a springboard to further reflection. As such, the Ps - one to a chapter - are split into distinct categories.

The first group contains the core Ps: the original four plus one more: packaging. In some versions this is included in product and it also can be confused with promotion. However, they are distinctive exercises. Group two covers actions that can be taken by product managers: Planning, Persuasion, Publicity, Push-pull and Positioning. Group three looks at how we measure success: Profit, Productivity, Partnership, Power and Perception. The final chapters cover the behaviors of everyone involved: People, Positive, Professionalism, Passion and Personality

Strewn within the chapters are numerous case studies. Some are taken from the author's personal experience, others are based on original research; still others on critical insight into some of the problems and opportunities faced by the consumer brands of our time. We learn how some brands change the game, such as Häagen Dazs and the Sony Walkman (both of which the author saw from the inside), and how others, such as Kodak, get left behind.

The 20 Ps of Marketing strives to uncover something of lasting value about the long-term truths, the fundamentals of marketing. And it addresses the constant need for innovation, the pressure on budgets, the rise of social media and the sustainability and ethical issues that characterise the current marketing landscape.



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Review

"A brilliant read from a great marketing practitioner. David tells it as it is. A crystal clear exposé of marketing practice rather than just the theory. A wealth of knowledge and experience distilled into simple rules for application. From the blue chip marketeer to the entrepreneur there is sound advice for everyone."

(Alan McWalter *Former Marketing Director of Comet and Marks and Spencer*)

"This is a great easy-to-follow guide on the essentials for a successful marketing strategy."

(Emma Ramsay *B2B Marketing*)

"This original yet highly practical book will not only help Marketers do a better job next Monday morning, but also, properly applied, enable them to advance their capabilities over the next five years. David Pearson's successful experience at a senior management level in consumer goods, hi tech, and business to business, for first rate American, European, and Japanese companies, give him a unique perspective. Those who wonder why Marketers often lack a strong voice in the Boardroom, how they can radically raise their productivity in this digital age, and whether they are following the right priorities, will find the answers in this book. This is a 'Must Read' for all Marketers, in companies big and small, especially for ambitious people who wish to move up into senior management. It re-positions and expands the key principles of Marketing in a readable and actionable way."

(Hugh Davidson *Co-founder of Oxford Strategic Marketing*)

"Make sure you read this book. It could be the difference between success and failure."

(Sir John Hegarty *Bartle, Bogle & Hegarty*)

Business professionals who need an overview of marketing; business students

"David Pearson is one of the most experienced and talented marketing professionals I have ever met. I read and enjoyed every word of this book, which is an absorbing and exciting exposé of marketing best practice. The mini case histories are brilliant and the lessons David Pearson spells out will be of enormous value to practising marketing executives. Students of marketing would also learn a lot about the application of marketing theory. It was great to read such and unusual, interesting and useful book."

(Malcolm McDonald *Emeritus Professor of Marketing, Cranfield University School of Management*)

"[A] complete tool kit to guide marketers in the development and implementation of programs aimed at providing customer value and satisfaction. A valuable addition to the literature, the book is well written and very useful for marketing decision makers. **Summing Up:** Highly recommended. Lower-division undergraduates and above; general readers."

(N.A. Govoni, Babson College *CHOICE*)

"A rare man is David: possessed of a remarkable intellect, an insatiable curiosity about customers and a gift for seeing what really matters commercially. I've known David for many years as colleague at Mars, Inc., and through the Marketing Society where I was Chairman. Here he has helped us all by grasping the central truths of marketing – never accept that marketing is all about 'gut feel' – and vividly demonstrated how this

understanding turns into success. His light touch and powerful examples make this the perfect book for practitioner and student alike. Everyone needs to know a marketing guru like David – now you can.”

(Stephen Robertson *Former Marketing Director of Mattel, B&Q, Woolworth and WH Smith, and Director G*)

About the Author

David Pearson is an experienced non-executive chairman, director and business advisor, with classical sales and marketing background gained with some of the world's great brand owners and extensive experience of building technology businesses. He has advised many companies including BP, Bear Stearns, IBM, GlaxoSmithKline, Reuters and Technicolor.

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