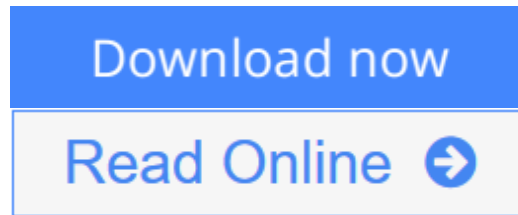


The Marketing Gurus: Lessons from the Best Marketing Books of All Time

By Chris Murray, Soundview Executive Book Summaries Eds.



The Marketing Gurus: Lessons from the Best Marketing Books of All Time

By Chris Murray, Soundview Executive Book Summaries Eds.

Indispensable summaries of the best marketing books of our time

Since 1978, Soundview Executive Book Summaries has offered its subscribers condensed versions of the best business books published each year. Focused, insightful, and practical, Soundview's summaries have been acclaimed as the definitive selection service for the sophisticated business book reader.

Now Soundview is bringing together summaries of seventeen essential marketing classics in a single volume that include one all-new, previously unpublished summary. Here is just about everything you ever wanted to know about marketing. *The Marketing Gurus* distills thousands of pages of powerful insights into less than three hundred, making it an ideal resource for busy professionals and students.

Who are the gurus? They include:

- **Guy Kawasaki** on *How to Drive Your Competition Crazy*
- **Geoffrey Moore** on marketing high technology, in *Crossing the Chasm*.
- **Jack Trout** on how companies can help their products stand above the crowd, in *Differentiate or Die*.
- **Regis McKenna** on the changing role of the customer, in the classic *Relationship Marketing*.
- **Philip Kotler** on the concept of *Lateral Marketing*, which helps companies avoid the trap of market fragmentation.
- **Seth Godin** on how to create a *Purple Cow* that will take off through word of

mouth.

- **Lisa Johnson and Andrea Learned** on marketing to women in *Don't Think Pink*.

The collective wisdom contained in *The Marketing Guru* can help any marketer on his or her journey to becoming a marketing guru.

www.summary.com

 [Download The Marketing Gurus: Lessons from the Best Marketi ...pdf](#)

 [Read Online The Marketing Gurus: Lessons from the Best Marke ...pdf](#)

The Marketing Gurus: Lessons from the Best Marketing Books of All Time

By Chris Murray, Soundview Executive Book Summaries Eds.

The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds.

Indispensable summaries of the best marketing books of our time

Since 1978, Soundview Executive Book Summaries has offered its subscribers condensed versions of the best business books published each year. Focused, insightful, and practical, Soundview's summaries have been acclaimed as the definitive selection service for the sophisticated business book reader.

Now Soundview is bringing together summaries of seventeen essential marketing classics in a single volume that include one all-new, previously unpublished summary. Here is just about everything you ever wanted to know about marketing. *The Marketing Gurus* distills thousands of pages of powerful insights into less than three hundred, making it an ideal resource for busy professionals and students.

Who are the gurus? They include:

- **Guy Kawasaki** on *How to Drive Your Competition Crazy*
- **Geoffrey Moore** on marketing high technology, in *Crossing the Chasm*.
- **Jack Trout** on how companies can help their products stand above the crowd, in *Differentiate or Die*.
- **Regis McKenna** on the changing role of the customer, in the classic *Relationship Marketing*.
- **Philip Kotler** on the concept of *Lateral Marketing*, which helps companies avoid the trap of market fragmentation.
- **Seth Godin** on how to create a *Purple Cow* that will take off through word of mouth.
- **Lisa Johnson and Andrea Learned** on marketing to women in *Don't Think Pink*.

The collective wisdom contained in *The Marketing Guru* can help any marketer on his or her journey to becoming a marketing guru.

**The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray,
Soundview Executive Book Summaries Eds. Bibliography**

- Sales Rank: #605045 in Books
- Published on: 2013-02-26
- Released on: 2013-02-26
- Original language: English
- Number of items: 1
- Dimensions: 8.97" h x .81" w x 5.99" l, .70 pounds
- Binding: Paperback
- 304 pages

 [Download The Marketing Gurus: Lessons from the Best Marketi ...pdf](#)

 [Read Online The Marketing Gurus: Lessons from the Best Marke ...pdf](#)

Download and Read Free Online The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds.

Editorial Review

From Publishers Weekly

As the editor of Soundview Executive Book Summaries, which distills business books into 5,000-word recaps, Murray offers 17 such summaries of marketing books published in the last 15 years. It's arguably a narrow range for the best "of all time"—even with big names like Regis McKenna and Sergio Zyman on board. Each book summary begins with a quick summation, often making redundant the introductions written especially for the collection. And though the condensed versions manage to extract the key ideas from each text, some authors fare better than others. Faith Popcorn's unique voice survives compression, for example, much better than Seth Godin's does. The selected books are sequenced to suggest a broader argument that runs from connecting with customers to marketing in the 21st century, but the actual connections between the various works are largely unstated. Unless you're completely new to marketing research, chances are you've come across at least one of these books already, but Soundview's summaries are a good introduction for those with no background. (*June*)

Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved.

About the Author

Chris Murray is the former editor in chief of Soundview Executive Book Summaries, a subscription service that summarizes the best, more influential business books every year. He lives near Philadelphia, Pennsylvania, where he currently writes and edits business books. Visit www.summary.com for more information.

Users Review

From reader reviews:

Richard Hood:

The reserve untitled The Marketing Gurus: Lessons from the Best Marketing Books of All Time is the publication that recommended to you to see. You can see the quality of the book content that will be shown to anyone. The language that author use to explained their way of doing something is easily to understand. The writer was did a lot of analysis when write the book, hence the information that they share to your account is absolutely accurate. You also can get the e-book of The Marketing Gurus: Lessons from the Best Marketing Books of All Time from the publisher to make you considerably more enjoy free time.

Jim May:

In this age globalization it is important to someone to find information. The information will make a professional understand the condition of the world. The condition of the world makes the information easier to share. You can find a lot of personal references to get information example: internet, classifieds, book, and soon. You can observe that now, a lot of publisher that will print many kinds of book. Often the book that recommended for your requirements is The Marketing Gurus: Lessons from the Best Marketing Books of All Time this reserve consist a lot of the information from the condition of this world now. This book was represented how can the world has grown up. The dialect styles that writer value to explain it is easy to understand. Often the writer made some exploration when he makes this book. Honestly, that is why this

book appropriate all of you.

Mindy Hicks:

Beside this specific The Marketing Gurus: Lessons from the Best Marketing Books of All Time in your phone, it may give you a way to get more close to the new knowledge or details. The information and the knowledge you may got here is fresh from oven so don't always be worry if you feel like an old people live in narrow community. It is good thing to have The Marketing Gurus: Lessons from the Best Marketing Books of All Time because this book offers to you readable information. Do you occasionally have book but you do not get what it's exactly about. Oh come on, that will not end up to happen if you have this with your hand. The Enjoyable option here cannot be questionable, similar to treasuring beautiful island. So do you still want to miss the item? Find this book and also read it from right now!

Anne Braden:

Don't be worry if you are afraid that this book will probably filled the space in your house, you could have it in e-book way, more simple and reachable. This particular The Marketing Gurus: Lessons from the Best Marketing Books of All Time can give you a lot of good friends because by you looking at this one book you have factor that they don't and make a person more like an interesting person. This particular book can be one of one step for you to get success. This book offer you information that might be your friend doesn't learn, by knowing more than different make you to be great people. So , why hesitate? We should have The Marketing Gurus: Lessons from the Best Marketing Books of All Time.

Download and Read Online The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. #83CJ907TOPD

Read The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. for online ebook

The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. books to read online.

Online The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. ebook PDF download

The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. Doc

The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. Mobipocket

The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds. EPub

83CJ907TOPD: The Marketing Gurus: Lessons from the Best Marketing Books of All Time By Chris Murray, Soundview Executive Book Summaries Eds.