

# The Portable MBA in Marketing (Portable MBA Series) by Alexander Hiam



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Answers the manager's need for marketing expertise by presenting the facts of an MBA program and the advice of authoritative practitioners. Focuses on methods and ideas which enable readers to manage better by being more customer-oriented, explores ways to out-perform competitors, and anticipates future trends. Amply illustrated with real-life examples plus current case histories.



## Reviews of the **The Portable MBA in Marketing (Portable MBA Series)** by Alexander Hiam

### **Rleillin**

Kind of repetitive, and doesn't really tie everything back to marketing. It is more focused on economics.

### **Doriel**

Just what was needed to get through class.

## **Little Devil**

This is a great overview. Pretty comprehensive. It would be great if this were updated and available as audiobook, kindle and book

## **Pameala**

:)

## **Doukree**

Loved this book & learned so much, I bought one for my dad & my brother-in-law, both very successful businessmen Thanks

## **Kalv**

As an undergraduate, I studied political science; as a graduate student, I studied history (among other things) - however, few if any of my classes ever dealt with the actual mechanics of business, despite dealing with business in a more general sense (as it would fit in the context of history and politics). I decided that it was important to learn some of the basic concepts of business administration, and the Portable MBA series by John Wiley & Sons publishers fit the bill.

This book on marketing covers the topic from the conceptual, research, and practical angles. Dealing with customers, potential and actual, is the key aspect to marketing. There are strategies that work and strategies that fail, and many of these are discussed and analysed. Companies included in the case studies include Coca-Cola, Pepsi, Colgate-Palmolive, Kawasaki, Campbell Soup, A.C. Nielsen, and literally over a hundred more. Just what is the magic that makes Nike a household word? How does one really assess the success of the cola wars between Pepsi, Coke, and other contenders?

In the foreword, Ken Blanchard (author of the 'One-Minute Manager') states, 'I have come to believe that the secret to competitive success is to give customers service so far above their expectations it becomes legendary.' Part of this strategy is to become a better listener (which is an art that is lost for many, particularly in the corporate world), and part of the strategy is to look beyond the actual and explore the possible.

The authors who contributed to this volume have both academic and professional experience, and tend to do a good job at explaining things in terms that the non-professional can understand. Anyone with a basic undergraduate background should find this volume accessible. This book can also give one ideas for everything from garage sales to major marketing campaigns.

I taught marketing and advertising, having worked as a public relations/marketing director for a college and for a seminary. Had this book been available at the time I was teaching, I would not have hesitated to use it.

## **Survivors**

Companies flying high on economic good times may be in danger of forgetting the business fundamentals that underlie their success. Increased focus on the bottom line, competitive strategies, and financial goals divert attention from the primary source of every company's good fortune-the customer. The Portable MBA in Marketing, second edition, is dedicated to the principle that the only guarantee for continued success is a consistent focus on and attention to customer needs, preferences, and expectations.

This powerful tool for business success in the twenty-first century furnishes bright, ambitious managers with a solid grounding in MBA-level marketing theory and practice. Fully updated and expanded, this new edition emphasizes fresh marketing strategies and cutting-edge marketing concepts and techniques that help keep you in touch with your customers. It focuses on the key issues facing companies today, including how to outperform competitors, anticipate future trends, improve advertising and sales, build customer loyalty, and market on the Internet.

Charles D. Schewe, PhD, is a principal at Lifestage Matrix Marketing and a full professor at the

University of Massachusetts at Amherst. He has authored ten books and more than fifty articles on marketing. Alexander Hiam is the author of a dozen books, including Marketing for Dummies, The Vest-Pocket Marketer, and The Entrepreneur's Complete Sourcebook.

Reviewed by Azlan Adnan. Formerly Business Development Manager with KPMG, Azlan Adnan is currently Managing Partner of Azlan & Koh Knowledge and Professional Management Group, an education and management consulting practice based in Kota Kinabalu, Malaysian Borneo. He holds a Master's degree in International Business and Management from the Westminster Business School, London.

The content is in light with the marketing trends and consists of modern marketing concepts, I am sure the book content will enhance my competitive power after completing my MBA program.

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