

Lateral Marketing New Techniques For Finding Breakthrough Ideas

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Lateral Marketing New Techniques For

Lateral marketing complements traditional marketing by providing an alternative route to generating fresh new ideas. Whereas vertical marketing helps us find increasingly smaller subgroups for which a product might be developed, lateral marketing lets marketers develop an entirely new product that finds a much wider audience.

Lateral Marketing: New Techniques for Finding Breakthrough ...

A revolutionary new system for generating the next big marketing ideas and opportunities According to Philip Kotler, the widely acknowledged "father" of modern marketing, and Fernando Trias de Bes the marketing techniques pioneered in the 1960s and '70s have worked too well.

Lateral Marketing: New Techniques for Finding Breakthrough ...

Kotler introduces a new paradigm for the creation of big marketing ideas: lateral marketing. Not intended to replace existing structures of segmentation, targeting and positioning, lateral marketing will instead expand the vision of marketing beyond the sequential and logic process in which it is based, with an infusion of creative thought.

Lateral Marketing: New Techniques for Finding Breakthrough ...

In Lateral Marketing, Kotler and Trias de Bes unveil a revolutionary new model to help readers expand beyond vertical segmentation and generate fresh marketing ideas and opportunities. Philip...

Lateral Marketing: New Techniques for Finding Breakthrough ...

Lateral Marketing: New Techniques for Finding Breakthrough Ideas de Kotler, Philip; De Bes, Fernando Trias en Iberlibro.com - ISBN 10: 0471455164 - ISBN 13: 9780471455165 - John Wiley & Sons - 2003 - Tapa dura

9780471455165: Lateral Marketing: New Techniques for ...

If you are a marketing executive and want to make your new products efforts more successful, Lateral Marketing can be a five-star book for you. If you are a CEO, entrepreneur, or a general manager, you will see the book as falling short of providing a method for creating major strategic advantages and innovative business models.

Amazon.com: Customer reviews: Lateral Marketing: New ...

The book «Lateral Marketing: New Techniques for Finding Breakthrough Ideas» by Philip Kotler and Fernando Trias de Bes is devoted to a non-standard thinking in marketing. Classic marketing theories continue to play an important role in the market, but nowadays a broader perspective on marketing opportunities is needed.

Lateral Marketing by Kotler - Marketing Psycho

Put simply, lateral marketing uses a process that creates by opening up new directions, being provocative and making leaps. The innovations that come from lateral marketing create new categories or subcategories. It does this in one of four ways: 1.

LATERAL MARKETING: New Techniques for Finding Breakthrough ...

Lateral marketing complements traditional marketing by providing an alternative route to generating fresh new ideas. Whereas vertical marketing helps us find increasingly smaller subgroups for which a product might be developed, lateral marketing lets marketers develop an entirely new product that finds a much wider audience.

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Lateral Marketing: New Techniques for Finding Breakthrough ...

Enter the "lateral marketing mind set," developed by Philip Kotler, a pioneer in modern marketing, and Fernando Trias de Bes. While vertical marketing creates innovations within a market, lateral marketing does so outside of that market. It broadens and supplements the vertical thinking. Example: the cereal product category.

Lateral Marketing: New Techniques for Finding Breakthrough ...

New Rule: Players continue to drop a ball when taking relief, but the dropping procedure is changed in several ways as detailed in Rule 14.3: The focus of the dropping procedure is on a specific "relief area" set by the Rule under which relief is being taken and is either one or two club-lengths from a reference point (and may have certain other limitations).

Major Change: Procedure for Taking Lateral Relief

Lateral Marketing: New Techniques for Finding Breakthrough Ideas by Philip Kotler, Ph.D. starting at \$0.99. Lateral Marketing: New Techniques for Finding Breakthrough Ideas has 1 available editions to buy at Half Price Books Marketplace

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Lateral Marketing looks at the tendency of traditional marketing to segment markets into ever smaller units as a way to create differentiation and help repel new entrants and existing competitors. The authors provide lots of statistics to point out that it's getting harder and harder to launch successful new products, and the prospects are ...

Lateral Marketing: New Techniques for Finding Breakthrough ...

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