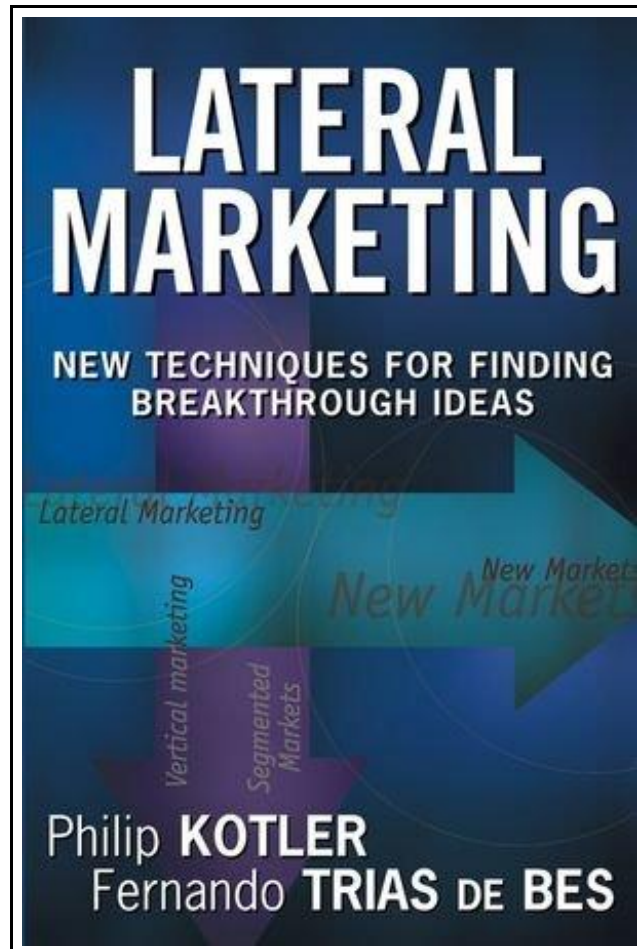


## Lateral Marketing: New Techniques for Finding Breakthrough Ideas



Filesize: 2.04 MB

### ***Reviews***

*It is one of my personal favorite books. This is certainly for anyone who states there had not been a worth studying. I found out this ebook from my i and dad advised this pdf to learn.  
(Delphine Lebsack)*

## LATERAL MARKETING: NEW TECHNIQUES FOR FINDING BREAKTHROUGH IDEAS



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Lateral Marketing: New Techniques for Finding Breakthrough Ideas, Philip Kotler, Fernando Trias de Bes, 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. Fierce competition among products with little or nothing to distinguish one from another, along with modern product positioning and targeted marketing techniques, have led to increasing market segmentation. If the trend continues, individual market segments soon will be too small to be profitable. 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 Kotler (Chicago, IL) is the S. C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University's Kellogg School of Management. Fernando Trias de Bes (Barcelona, Spain) is the founder of Salvetti & Llombart whose clients include Pepsico, Sony, Hewlett-Packard, Nestle, Credit Suisse, and other top corporations.



[Read Lateral Marketing: New Techniques for Finding Breakthrough Ideas Online](#)

[Download PDF Lateral Marketing: New Techniques for Finding Breakthrough Ideas](#)

## You May Also Like

---



### **Accused: My Fight for Truth, Justice and the Strength to Forgive**

BenBella Books. Hardback. Book Condition: new. BRAND NEW, Accused: My Fight for Truth, Justice and the Strength to Forgive, Tonya Craft, Mark Dagostino, This is the true story of a woman who prevailed against the...

[Read PDF »](#)

---



### **Oxford Reading Tree Read with Biff, Chip, and Kipper: Phonics: Level 6: Gran's New Blue Shoes (Hardback)**

Oxford University Press, United Kingdom, 2011. Hardback. Book Condition: New. 172 x 142 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK's best-selling home reading series. It...

[Read PDF »](#)

---



### **The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)**

WW Norton Co, United States, 2016. Hardback. Book Condition: New. 4th Revised edition. 244 x 165 mm. Language: English . Brand New Book. The Well-Trained Mind will instruct you, step by step, on how to...

[Read PDF »](#)

---



### **Mass Media Law: The Printing Press to the Internet (Paperback)**

Peter Lang Publishing Inc, United States, 2013. Paperback. Book Condition: New. New.. 251 x 175 mm. Language: English . Brand New Book. Digital media law is now the dynamic legal territory. Mass Media Law: The...

[Read PDF »](#)

---



### **Goodparents.com: What Every Good Parent Should Know About the Internet (Hardback)**

Prometheus Books, United States, 2000. Hardback. Book Condition: New. 226 x 152 mm. Language: English . Brand New Book. The Internet may now be the most powerful, single source of information in the world, and...

[Read PDF »](#)