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Editor

Marketing Wisdom

 Springer

Preface

Let me start with a confession. After being involved in four books on branding and one on marketing, the truth should be finally be told.

When I joined my MBA 29 years ago, marketing was probably the last career I would have considered. Three insipid chapters into a marketing textbook, I was clear that marketing ranked well below a career in finance, HR and even public enterprise management.

Then a good Samaritan, my classmate, Kamesh asked me to read “Principles of Marketing” by Philip Kotler, just for kicks. Two pages into the book, I was smitten. A month later, I read “Positioning” by Al Ries and Jack Trout, and my life changed forever.

Twenty-seven years into a career that has covered advertising, CRM and brand building, I look back with profound gratitude that I discovered a career that I could love all my life.

Books, primarily anthologies, is one of the ways in which I try to give back to this discipline. I believe strongly that anthologies are the way forward in today’s world of collaboration and multiple perspectives.

A quick search on Amazon shows that there are 305521 books on marketing. This poses a challenge to people interested in the subject as to how they will identify the right books and commit the time and money required to learn some of the important marketing concepts.

I felt it was important to give readers access to some of the finest works of marketing without taxing their time and money. Marketing Wisdom is an effort in this direction.

The idea was to develop a book on marketing that covers different important topics with each topic being written by an expert who has already written at least one book on that topic.

This approach held many advantages. Firstly, the authors having written books on these topics would be in a great position to pack a lot of expertise into each chapter, thereby delivering great value to the reader. Secondly, readers would get exposure to several important topics in marketing in a meaty manner without having to read an entire book on each topic. If any reader wants to know more about

any of the areas that they read about in this book, they can read the corresponding book written by the author of the chapter.

The chapter reflects the authors' latest perspectives on these topics and reflects their learning on the topic from the time of their last book on the subject. The addition of new examples sets the chapter in a more contemporary context.

Having an interesting concept was one thing, but selecting the right mix of topics was a totally different challenge. I did not want too many chapters as that would make the book intimidating, but every time I chose an author, I thought of the others I was leaving out.

I decided that I would first look at authors who were nominated for/or won the AMA Berry Book for best book on marketing. In addition, I would look at marketing classics and wildcard topics that I thought are important.

When you are operating with just relatively few chapters, then creating a structure of topics can be restricting. I decided to give myself the freedom to abandon it and allow the book to be just about great concepts. A departure from the comfort of structure left me feeling uneasy, but I soon found that I was able to bring a wonderful diversity of interesting topics into one book. I learned a lot from this book, and I hope you do too.

A book like this would not be possible but for the generosity of the authors who devoted time and effort to support this ambition of mine. Many thanks to the secretaries who provided timely responses and reminders, passed on messages and helped get the paperwork out of the way.

I must express my appreciation to the various experts who took time out to read and endorse my book. A big thank you to my editors Sagarika Ghosh and Nupoor. Nupoor was very patient and supportive during the most challenging times. Thanks also are due to my super-agent Priya Doraswamy who showed unstinting faith in the book concept and made this book happen despite various challenges. I love working with Priya and would recommend her wholeheartedly to any author in search of an agent.

My thanks to my mom and dad who helped me become the person I am. Thanks to my brothers Kireeti and Vach who are my role models. Thanks to my wife Vinitha who is the foundation of strength on which I build all my projects. A big thank you to my daughter Mithya who always inspires me to make her proud.

Thanks to my friends Shabna, Amrutha, Satish Chandra, Jason, Jayant, Jayashree, Jayshree Prasad, Nelson, Pruthvi, Ashish, Bhavneet, Pooja, Priya and Kamesh for being around for laughter and advice whenever I needed.

I hope you enjoy reading Marketing Wisdom and find it useful.

I look forward to your comments. Do write in to me at kartik@purposefulbrands.in

Endorsements

“With *Marketing Wisdom*, Kartikeya Kompella has created an invaluable resource by tapping into some of the smartest and most experienced marketers around for insights and advice on the most critically important marketing topics today. Informative and inspiring, it belongs on every thoughtful marketer’s bookshelf—ideally within close reach!”

—Kevin Lane Keller, *E. B. Osborn Professor of Marketing, Tuck School of Business, 100 Tuck Hall, Dartmouth College*

“How better to distill the wisdom of leading thinkers on marketing than to ask award-winning authors to capture the essence of their thinking in a tight chapter. The result is a rich and rewarding source of ideas, concepts and insights into the fluid world of marketing. A valuable addition to the libraries of thoughtful marketers.”

—Professor George S. Day, *is the Geoffrey T. Boisi Professor Emeritus at the Wharton School of the University of Pennsylvania*

“Very helpful compilation of basic and advanced thinking about marketing, a great resource for both practitioners and scholars.”

—John A. Quelch, *Dean, School of Business Administration, University of Miami*

“This anthology is a must read and I truly enjoyed Philip Kotler’s article on how positioning and differentiation can help brands deeply engage citizens”

—Prof. Diana Derval, *author of “Designing Luxury Brands: The Science of Pleasing Customers’ Senses.”*

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About the Editor

Kartikeya Kompella is the founder of Purposeful Brands, a brand consultancy based in India. He ran a column on branding on Interbrand's portal www.brandchannel.com for nearly 5 years and is a regular contributor of papers to WARC. He has spoken at several international conferences on subjects as varied as market research, cause-related marketing (CRM) and cause-related branding. Kartik has 26 years of experience in advertising, CRM, brand consulting and marketing and has written the books *Building Brands Building Meaning* and *Applying The Branding Iron*. He has edited two books on branding: *The Definitive Book of Branding* (2014) and *The Brand Challenge* (with Kogan Page, 2014).