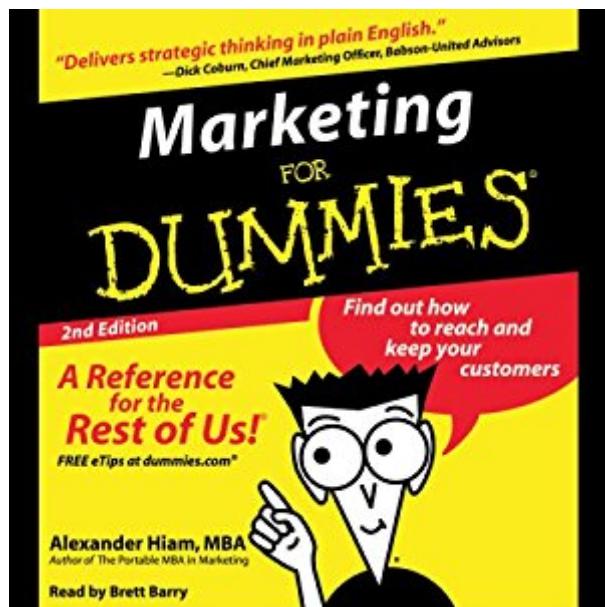


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Marketing For Dummies, Second Edition



Synopsis

Whether you want to introduce a new product or jump-start your existing marketing plans, this friendly guide can help. Packed with expert tips, from identifying customers to using online resources to size up competitors, this updated edition of Marketing for Dummies leads you step by step through the four P's of marketing: product, pricing, positioning, and placement. Discover how to: Prepare hard-hitting campaigns Plan and stick to your budget Use research effectively Increase consumer awareness Satisfy your clients' needs Boost your sales

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Customer Reviews

I have worked in marketing for many years and bought this book when I first started working in a marketing job. It was a refresher book for me after the marketing education I received. In general, this is a good basic "what is marketing?" book that I would recommend to a non-marketing person who wants to learn about marketing or else to someone who's just begun working in a marketing role.

If you are running your own small business and trying to handle all of your marketing effort yourself you will find many excellent tips and words of wisdom that will help get you through various projects while avoiding many commonly made mistakes. If you were in need of a glossary, lists of commonly used acronyms, marketing concepts, or a professional handling of a managerial approach to global marketing you would be better off taking traditional marketing courses and studying your textbooks. This book was very "task" oriented and included some nice general ideas to remember, and good tips for getting through some common tasks. It is not comprehensive, nor quite as

step-by-step as I had hoped a "Dummies" book would be. When I think of a "Dummies" manual I always remember using my old Volkswagens for Dummies to get through giving my old VW a tune-up and valve adjustment. It included step-by-step instructions as well as the nice tips needed for avoiding commonly made mistakes. It took me from the beginning to end of my common projects without any problems. Some of the computers for Dummies types books I have read have also included both step-by-step as well as tips and advice. Marketing for Dummies was not laid out in the beginning to end, comprehensive step-by-step fashion I have come to expect from the "Dummies" books. maybe Marketing does not lend itself to this, but it would have been appreciated. Marketing for Dummies will make a nice "hands-on" addition for your more complete "traditional" Marketing text collection.

This book is really great for someone who wants practical information on creating a marketing plan (and doing all associated activities). I did mine reading this book. The author gives real life cases don't spend too much time about the theory. It is done for people who really want to DO their marketing.

"Marketing for Dummies" is the Marketing 101 of how-to books. It never gets very deep into any one area, and has lots of helpful tips in many different areas. While I'm not going to make a banner or awning for my office, and don't have the money for an all-out market research effort, I was reminded of the sorts of creativity and actions the competition can and does take. Good for the person who dabbles in marketing and can't afford a real, live PR/Marketer.

If you don't know where to start with learning marketing, start here. It covers all the basic concepts and demystifies all the terms and concepts commonly used in marketing, all with easy to follow but still interesting language. This book was the one recommended to me by a friend when I was first thrown into the research & development department of a accessory design company. It helped bring me up to speed quickly on the gaps in my knowledge. The only problem with this book is you don't want to be seen by your coworkers reading a "dummies" title if its a subject relevant to your position, no matter how excellent the material. I still recommend buying it, but get a book cover as well.

I bought this book to reinforce what I was taught in the classroom, and it did just that. It's a good overview of the marketing mix and never gets too technical. Great for students who are studying marketing in college.

I'm not a marketing expert but I needed to understand the basics for a new business startup. I found this book to be very helpful in learning about and expanding my previously limited definition of marketing. This book not only provides a great overview but offers practical and actionable steps to strategically guide marketing efforts. I got this book from the library and read it through and then purchased it as I want to have it on hand for future reference. My understanding and confidence for engaging in appropriate marketing efforts has been greatly improved by this book - exactly what I wanted. One note: The one I purchased is the Euro/British version so it uses Pounds instead of Dollars and has more Euro centric examples. That didn't significantly diminish the value for me.

Bought this as I thought being a general guide I may find areas attributable to my needs, my business hasn't really got a book out there that I could use specifically. I've also read 'Duct Tape Marketing' which is far superior and practical. The 'Dummies' book is too general, so much so that it isn't at all usable in real business - the Dummies book would be okay for a marketing student to give them a theoretical understanding of marketing, but don't bother with it if you need a practical application of marketing.

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