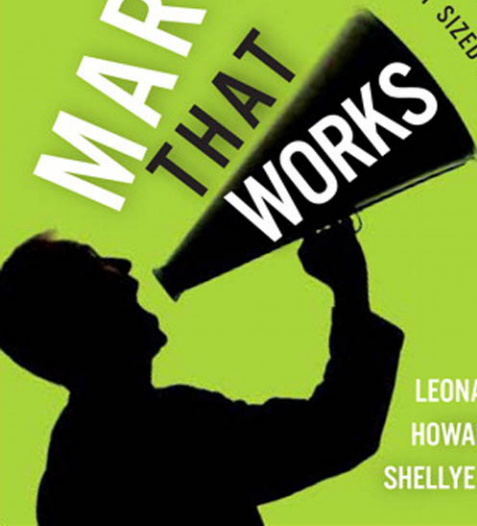


MARKETING THAT WORKS

HOW ENTREPRENEURIAL MARKETING
CAN ADD SUSTAINABLE VALUE
TO ANY SIZED COMPANY



LEONARD M. LODISH
HOWARD L. MORGAN
SHELLYE ARCHAMBEAU

PRAISE FOR *MARKETING THAT WORKS*

“A comprehensive look at ways to increase enterprise results through efficient marketing.”

—**Bill Campbell, Chairman, Intuit**

“The principles and insights outlined in this highly engaging book have been invaluable to me in leading the marketing efforts at Victoria’s Secret Stores as well as on several P&G brands.”

—**Jill Beraud, Executive Vice President,
Marketing/Limited Brands and Victoria’s Secret**

“Practical guidance for creating sustainable value from marketing for companies of all sizes.”

—**Mark Leslie, former CEO and Chairman, Veritas**

“Finally a marketing guide that is supported by research and validated by real business examples.”

—**Catherine Muriel, Chief Marketing Officer, E-Loan**

“Marketing and sales excellence were essential to building Autodesk. This book really tells you how to do it.”

—**Carol Bartz, Executive Chairman and
former CEO, Autodesk**

“Effective marketing is critical to the success of any business. This book is full of proven methods and tools to help companies of all sizes successfully compete in today’s saturated market.”

—**John W. Thompson, CEO, Symantec**

“It’s refreshing to read a marketing book that is full of sensible concepts backed up by factual examples.”

—**Ben Horowitz**

Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company

Table of Contents

CONTENTS

ABOUT THE AUTHORS

ACKNOWLEDGMENTS

INTRODUCTION

CHAPTER 1 MARKETING-DRIVEN STRATEGY TO
MAKE EXTRAORDINARY MONEY

CHAPTER 2 GENERATING, SCREENING, AND
DEVELOPING IDEAS

CHAPTER 3 ENTREPRENEURIAL PRICING AN
OFTEN-MISUSED WAY TO GARNER
EXTRAORDINARY PROFITS

CHAPTER 4 DISTRIBUTION/CHANNEL DECISIONS
TO SOLIDIFY SUSTAINABLE COMPETITIVE
ADVANTAGE

CHAPTER 5 PRODUCT LAUNCH TO MAXIMIZE
PRODUCT/SERVICE LIFETIME PROFITABILITY

CHAPTER 6 ENTREPRENEURIAL ADVERTISING
THAT WORKS VAGUELY RIGHT OR PRECISELY

Table of Contents

WRONG?

CHAPTER 7 HOW TO LEVERAGE PUBLIC
RELATIONS FOR MAXIMUM VALUE

CHAPTER 8 SALES MANAGEMENT TO ADD VALUE

CHAPTER 9 MARKETING-ENABLED SALES

CHAPTER 10 ENTREPRENEURIAL PROMOTION AND
VIRAL MARKETING TO MAXIMIZE SUSTAINABLE
PROFITABILITY

CHAPTER 11 MARKETING RESOURCE
DEPLOYMENT AND ALLOCATIONTHE ALLOC
SOFTWARE

CHAPTER 12 ENTREPRENEURIAL MARKETING FOR
HIRING, GROWING, AND RETAINING EMPLOYEES

CHAPTER 13 MARKETING FOR FINANCING
ACTIVITIES

CHAPTER 14 BUILDING STRONG BRANDS AND
STRONG COMPANIES

INDEX