

# LATERAL MARKETING

NEW TECHNIQUES FOR FINDING  
BREAKTHROUGH IDEAS

*Vertical marketing*  
*Lateral Marketing*

*New Markets*  
*New Markets*

*Segmented  
Markets*

Philip **KOTLER**  
Fernando **TRIAS DE BES**

# Lateral Marketing New Techniques For Finding Breakthrough Ideas

**Edoardo Magnotta**



## **Lateral Marketing New Techniques For Finding Breakthrough Ideas:**

**Lateral Marketing** Philip Kotler, Fernando Trias De Bes, 2003-09-08 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 Llobart whose clients include Pepsico Sony Hewlett Packard Nestl Credit Suisse and other top corporations

**Lateral Marketing**, 2003      **How to Succeed as an Independent Consultant** Herman Holtz, David Zahn, 2004-03-22 Publisher Description      *Fundamentals of Marketing* Marilyn Stone, 2007-01-24 Fundamentals of Marketing provides a sound appreciation of the fundamentals of the theory and practice of marketing Using case studies drawn from a cross section of sectors in particular the banking hospitality retail and public service sectors this textbook critically evaluates the effectiveness of different marketing strategies and approaches Exploring the principles of marketing this volume engages the reader not only in theory but also in practice using a broad range of real life case studies such as Coca Cola Apple FCUK Virgin Amazon com Barnes and Noble Dyno Rod and New Zealand wool The text analyzes the marketing mix product development pricing promotion and communications marketing and place channels of distribution It also emphasizes the role of Marketing Information Systems MIS using internal reporting marketing intelligence and marketing research including the contribution from marketing research agencies and reviews the role of technology e commerce and the Internet in supporting successful marketing Featuring a support website that provides student and lecturer resources Fundamentals of Marketing conveys the main principles of marketing in a challenging yet accessible manner and provides the reader with insights into the workings of marketing today Visit the Companion website at [www.routledge.com/textbooks/9780415370974](http://www.routledge.com/textbooks/9780415370974)      *Digital Disruption in Marketing and Communications* Edoardo Magnotta, 2019-10-18 This book sets out the new frontier of marketing and communication through real case histories Companies must rethink their traditional approaches to successfully face the upcoming challenges They must learn how to innovate and change things when they go well New emerging technologies such as AI and IoT are the new frontiers of the digital transformation that are radically changing the way consumers and companies communicate and engage with each other Marketing makes a company a change maker while communications tell the story to engage customers and stakeholders The book introduces brand positioning to match brand values and consumers attributes and

brand as human being to raise trust loyalty and engagement among customers and stakeholders through Enel X and its partnership with Formula E in the e mobility case and the PMI case its disruptive effect on tobacco industry After a deep analysis of the disruptive effects on business models of the digital transformation the book explores digital communications through the Pietro Coricelli case how a well designed digital strategy can raise reputation and sales The book also provides a new holistic approach and identifies a future leader through the H FARM case how to disrupt business models and education The book is aimed at researchers students and practitioners and provides an improved understanding of marketing and communications and the evolution of the strategic organisational and behavioural model

**Knowledge-Based Intelligent Information and Engineering Systems** Robert J. Howlett, 2005-08-30 Annotation The four volume set LNAI 3681 LNAI 3682 LNAI 3683 and LNAI 3684 constitute the refereed proceedings of the 9th International Conference on Knowledge Based Intelligent Information and Engineering Systems KES 2005 held in Melbourne Australia in September 2005 The 716 revised papers presented were carefully reviewed and selected from nearly 1400 submissions The papers present a wealth of original research results from the field of intelligent information processing in the broadest sense topics covered in the first volume are intelligent design support systems data engineering knowledge engineering and ontologies knowledge discovery and data mining advanced network application approaches and methods of security engineering chance discovery information hiding and multimedia signal processing soft computing techniques and their applications intelligent agent technology and applications smart systems knowledge based interface systems intelligent information processing for remote sensing intelligent human computer interaction systems experience management and knowledge management network security real time and fault tolerant systems advanced network application and real time systems and intelligent watermarking algorithms

*An Analysis of W. Chan Kim and Renée Mauborgne's Blue Ocean Strategy* Andreas Mebert, Stephanie Lowe, 2017-07-05 In Blue Ocean Strategy W Chan Kim and Ren e Mauborgne tackle the central problem facing all businesses how to perform better than your competitors Their solution involves taking a creative approach to the normal view of competition In the normal framework competition is a zero sum game if there are two companies competing for the same market as one does better the other has to do worse The authors creative leap is to suggest one can beat the competition by not competing Companies should avoid confronting competitors in crowded marketplaces what they call red oceans and instead seek out new markets or blue oceans Once the blue oceans have been identified companies can get down to the task of creating unique products which exploit that market Chan and Mauborgne argue for example that a wine company might decide to start appealing to a group previously uninterested in wine This would be a blue ocean market giving the winemaker a huge advantage which they could exploit by creating a wine that appealed to the tastes of a beer drinking demographic A classic of business writing Blue Ocean Strategy is creative thinking and problem solving at its best

**Developing New Products and Services** Lawrence Sanders, 2011-10-14 This book will focus on the up front activities

required for product and service differentiation the learning methodologies that contribute to arriving at that differentiation and the role that technology plays in implementing the process The book will show how technology factors into such entrepreneurial activities as engaging in business planning and utilizing creativity and innovation and how creative innovation in turn is achieved and enhanced through an understanding of two different modes of learning learning about and learning by doing A successful product introduction depends on an efficient supply chain a strong brand and the ability of a manufacturer or provider to differentiate it successfully in the marketplace New Product and Services Development demonstrates how differentiation this last critical component can be secured by the strategic use of technology and by engaging in two key learning methodologies

Blue Ocean Strategy Andreas Mebert, Stephanie Lowe, 2017-07-05 In *Blue Ocean Strategy* W Chan Kim and Ren e Mauborgne tackle the central problem facing all businesses how to perform better than your competitors Their solution involves taking a creative approach to the normal view of competition In the normal framework competition is a zero sum game if there are two companies competing for the same market as one does better the other has to do worse The authors creative leap is to suggest one can beat the competition by not competing Companies should avoid confronting competitors in crowded marketplaces what they call red oceans and instead seek out new markets or blue oceans Once the blue oceans have been identified companies can get down to the task of creating unique products which exploit that market Chan and Mauborgne argue for example that a wine company might decide to start appealing to a group previously uninterested in wine This would be a blue ocean market giving the winemaker a huge advantage which they could exploit by creating a wine that appealed to the tastes of a beer drinking demographic A classic of business writing *Blue Ocean Strategy* is creative thinking and problem solving at its best

*Dynamics of Knowledge, Corporate Systems and Innovation* Hiroyuki Itami, Ken Kusunoki, Tsuyoshi Numagami, Akira Takeishi, 2010-03-10 Snow fell quietly the night before and the morning sun was shining brightly under the blue sky the next day Looking out to the snow white garden from a large window Sid Winter one of the contributors to this book was beaming with smile It was such a nice and calm morning in the middle of December at a summer resort hotel one hour from Tokyo That morning he was going to present the last paper to our conference and to everyone's surprise in the very same morning a praising book review of the Japanese translation of his famous book appeared in the major economic journal in Japan Everyone congratulated him for the coincidence and it was such a happy ending to the three day conference The atmosphere of the conference out of which this book grew was very stimulating and cordial at the same time Without picking on the minor defects of the presented papers every participant was trying to contribute by probing the issues presented deeper and trying suggestions to make the papers better Among others Bruce Kogut was responding fondly on Jiro Nonaka's comment on his paper and Dong Sung Cho was trying to expand even more the already very broad conceptual framework that Hiro Itami presented For sure the dynamics of knowledge creation was at work in the conference room and the dining hall

*The Momentum Effect* ePub Jean Claud Larreche, 2013-10-03 One

of the most frequent challenges that managers and executives face today is How do I keep on growing and at the same time make a profit Based on the author s extensive research on over 350 Fortune 1000 Firms The Momentum Effect proves that the old method of spending big on marketing and slashing the manufacturing costs doesn t work anymore Instead it provides new evidence to show that in order to achieve profitable growth you have to create new value for customers through innovation ingenuity and most importantly by seeing things from a customer perspective This strategy generates a positive reinforcing momentum which leads to further growth Why limit your business growth With Momentum you won t have to

*Writing Marketing* Stephen Brown,2005-09-15 Marketing is a very diverse discipline dealing with everything from the costs of globalization to the benefits of money back guarantees However there is one thing that all marketing academics share They are writers They publish or perish Their careers are advanced and their reputations are enhanced by the written word Despite its importance writing is rarely discussed much less written about by marketing scholars It is one of the least understood yet most significant academic competencies It is a competency in need of careful study *Writing Marketing* is the first such study It offers a detailed reading of five renowned marketing writers ranging from Ted Levitt to Morris Holbrook and draws lessons that can be adopted with profit by everyone else Although it is not a how to book there are no lengthy lists of dos and don ts *Writing Marketing* reveals that the rules of good writing are good for nothing Written by Stephen Brown whose own writing skills are much commented upon *Writing Marketing* is insightful illuminating and iconoclastic It is a must read for every marketing academic irrespective of their methodological inclinations or philosophical preferences Change or Die Maxine Attong,2017-08-29 Leadership success depends on clarifying and simplifying complex problems while maintaining a positive outlook *Change or Die The Business Process Improvement Manual* provides you with the tools to do so Packed with more than 70 pages of workshop tools agendas and activities that detail each of the six stages of the business process improvement BPI method it presents a BPI method that promotes the use of facilitator led workshops to help you and your team make better decisions Developed from empirical research and bolstered by the results of client experience from hundreds of hours of facilitated workshops and BPI activity *Change or Die* employs the authors ENGAGE methodology To ensure your team achieves its deliverables the authors walk you through each BPI method In each chapter you will find Objectives and deliverables clearly identified Real world examples from companies the authors have worked with presented using a global manufacturer as an example Activities questionnaires and examples A self assessment tool to help you measure progress identify gaps in team performance and determine team readiness for the next stage This resource rich book includes downloadable resources with supplemental activities challenges facilitated workshops templates tables and questionnaires tools designed to ease each participant s path to project success **Knowledge-Based Intelligent Information and Engineering Systems** Bogdan Gabrys,2006-10-18 The three volume set LNAI 4251 LNAI 4252 and LNAI 4253 constitutes the refereed proceedings of the 10th International Conference on Knowledge Based Intelligent Information

and Engineering Systems KES 2006 held in Bournemouth UK in October 2006 The 480 revised papers presented were carefully reviewed and selected from about 1400 submissions The papers present a wealth of original research results from the field of intelligent information processing

**Dynamic Strategic Thinking for Improved Competitiveness and Performance** Andraz, Georgette, Carrasqueira, Helder, Pereira, Rosaria, Baleiro, Rita, 2020-06-19 Competition in today's global economy has become more complex due to the adoption of digitization and advanced methods of performance Firms are compelled to adapt to new challenges that are altering the economic scope while maintaining a competitive edge Empirical research is needed that highlights innovative and dynamic strategies that will allow corporations to maintain a level of sustainability and remain competitive in the global market Dynamic Strategic Thinking for Improved Competitiveness and Performance provides emerging research exploring the innovative methods organizations have implemented in order to improve their overall effectiveness This book analyzes novel strategies companies are using to adjust and respond to modern challenges including globalization and digitization Featuring coverage on a broad range of topics such as digital business social media and human capital this book is ideally designed for researchers policymakers managers practitioners executives government officials students and academicians seeking research on modern strategic performance methods for improving corporate sustainability and competitiveness

**Entrepreneur and Small Business Problem Solver** William A. Cohen, 2006-02-24 A new revised edition of the classic guide for entrepreneurs For more than a decade The Entrepreneur and Small Business Problem Solver has been the go to resource for budding entrepreneurs and small business owners alike Now in its Third Edition this classic has been revised and updated to meet the needs of the modern reader in today's fast paced business environment Covering everything from getting a start up loan to introducing a new product this comprehensive guide shows you how to deal with the common problems every small business faces without hiring expensive outside help This handy guide is packed with the kind of essential down to earth advice everyone running a small business needs whether you need help with your business plan or collecting a small debt This new Third Edition features new information on tax law changes technological advances and changes in government services and includes an entirely new chapter on Internet marketing and e commerce Focused on practicality the book also features downloadable chapter ending worksheets that will help you retain what you learned and implement it correctly A truly unique source for sound business guidance The Entrepreneur and Small Business Problem Solver Third Edition is an invaluable reference that every business owner needs Inside you'll find world class guidance on these topics and more How and where to find start up capital Insuring your business Extending credit and collecting debts Financial record keeping Carrying out marketing research Pricing products and services Marketing and advertising your business Doing business and marketing online Recruiting and managing employees Protecting your business and avoiding rip offs

**Advances in Natural Computation** Ke Chen, 2005-08-17 This book and its sister volumes i.e. LNCS vols 3610 3611 and 3612 are the proceedings of the 1st International Conference on Natural Computation ICNC 2005 jointly

held with the 2nd International Conference on Fuzzy Systems and Knowledge Discovery FSKD 2005 LNAI vols 3613 and 3614 from 27 to 29 August 2005 in Changsha Hunan China      *Public Relations as a Creative Industry* Elisenda Estanyol, 2022-09-02 This shortform book defines and situates the role of Public Relations as a creative industry and discusses the trends and issues that the sector is facing within the wider context of the Creative Industries Traversing and distilling both industry and scholarly research the author will call on perspectives from a range of areas including creativity psychology advertising and marketing Creativity and innovation are crucial elements in times of profound transformation such as those being experienced nowadays by the PR industry The ability to generate new ideas is a competitive advantage of organizations Nevertheless although traditionally the focus has been on individual creativity this book highlights the importance of organizational creativity in PR becoming a result of teamwork and social interaction This book will be a valuable resource for researchers and scholars looking at how creativity is an important asset in Public Relations It will also be useful for students of Corporate Communication and Public Relations studies for both undergraduate and postgraduate programs and PR practitioners who want to increase their creativity learning from creative techniques and case studies

**The Mind of an Innovator** Patricia Harmon, 2010-05 Are you ready for an empowering journey through the many paths to innovation The Mind of an Innovator is a comprehensive guide to expanding the current limits of your thinking and to seeing opportunities where none existed before The habits and techniques that have allowed businesses and individuals to make huge leaps are set out reminding us that no matter what the nature of innovation is complex or simple we all have the capacity to innovate How does emotional intelligence affect the quality of our thinking What are the unique thinking skills that create outside the box ideas How is the exciting new science of biomimicry a rich source of eco sustainable innovation The answers to these questions are essential reading for business people parents community leaders and ordinary people who want to expand their horizons In tough times when there isn't a lot of money to go around it is more important than ever to look for low cost high value ways of making yourself and your business superior And The Mind of an Innovator will get you started      *Proceedings of the 3rd International Conference on Halal Development (ICHaD 2022)* Dediek Tri

Kurniawan, Andro Agil Nur Rakhmad, 2023-05-29 This is an open access book INTERNATIONAL CONFERENCE ON HALAL DEVELOPMENT THE TREND OF GREEN ECONOMICS ON HALAL INDUSTRY UNVEILING CURRENT AND FUTURE PROSPECT We invite all professors researchers students practitioners and other halal industry enthusiasts to participate in The International Conference on Halal Development to present share and discuss the halal industry phenomenon depicted by academic research result as a strategic way to enlarge and enhance the development of halal industry together



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