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Marketing Growth Consultant. Helping small and medium sized companies to grow using business process optimisation and strategic digital marketing plans. There comes a time in the life cycle of every business that requires a big step to get to level up. At this point, many small to medium sized business owners are unsure how to take that next step. Perhaps you know marketing works, but don ' t

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Theodore Levitt. Theodore Levitt

(March 1, 1925, – June 28, 2006)

was a German American economist

and a professor at the Harvard

Business School. He was editor of

the Harvard Business Review,

noted for increasing the Review's

circulation and popularizing the

term globalization. In 1983, he

proposed a definition for corporate

purpose: "Rather than merely

making money, it is to create and

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~~Theodore Levitt – Wikipedia~~
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Levitt, Theodore; Levitt,
Theodore. Book. English. 2d ed.
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“ Marketing Myopia ” is the
quintessential big hit HBR piece. In
it, Theodore Levitt, who was then
a lecturer in business
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~~Growth Theodor Levitt~~
famous question, “What business are you really in?” and with it the claim that, had railroad executives seen themselves as being in the transportation

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~~What Business Are You In?: Classic Advice from Theodore Levitt~~

A seminal book that I read exactly forty years ago – in 1978:
Marketing for Business Growth, by

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Theodore Levitt (Levitt died in 2006, and his book was first published in 1969 under the title, The Marketing Mode).

~~Marketing for Business Growth, Forty Years on | CustomerThink~~
Guru Theodore Levitt. Feb 27th 2009. Born in Germany where his father was a cobbler, Theodore (usually known as Ted) Levitt (1925-2006) emigrated to the United States with his parents at the age ...

What business is your company really in? That's a question all executives should all ask before demand for their firm's products or

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services dwindle. In Marketing Myopia, Theodore Levitt offers examples of companies that became obsolete because they misunderstood what business they were in and thus what their customers wanted. He identifies the four widespread myths that put companies at risk of obsolescence and explains how business leaders can shift their attention to customers' real needs instead.

Theodore Levitt ' s 1960 article “ Marketing Myopia ” is a business classic that earned its author the nickname “ the father of modern marketing ” . It is also a beautiful demonstration of the problem solving skills that are crucial in so many areas of life – in business and beyond. The problem facing

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Levitt was the same problem that has confronted business after business for hundreds of years: how best to deal with slowing growth and eventual decline. Levitt studied many business empires – the railroads, for instance – that at a certain point simply shrivelled up and shrank to almost nothing. How, he asked, could businesses avoid such failures? His approach and his solution comprise a concise demonstration of high-level problem solving at its best. Good problem solvers first identify what the problem is, then isolate the best methodology for solving it. And, as Levitt showed, a dose of creative thinking also helps. Levitt ' s insight was that falling sales are all about marketing, and marketing is about knowing your

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real business. The railroads misunderstood their real market: they weren't selling rail, they were selling transport. If they had understood that, they could have successfully taken advantage of new growth areas – truck haulage, for instance – rather than futilely scrabbling to sell rail to a saturated market.

Ted Levitt is one of the most widely respected thinkers in the field of marketing and management. His work and writings have changed the way scores of companies think about their businesses, organize for innovation and creativity, and market their products and services. Now, managers can have access to the best of Levitt's

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thinking over the last five decades in Ted Levitt on Marketing.

Framed by a new introduction, this book features seminal articles, including Marketing Success Through Differentiation, The Globalization of Markets, After the Sale Is Over, and Marketing Myopia. A must-have resource for managers and marketers in any industry, this Harvard Business Review Paperback book is filled with big ideas and practical tools for creating and sustaining a company's competitive edge.

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- Figure out what business you're really in
- Create products that perform the jobs people need to get done
- Get a bird's-eye view of your brand's strengths and weaknesses
- Tap a market that's larger than China and India combined
- Deliver superior value to your B2B customers
- End the war between sales and marketing

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A unique approach to the marketing/ management concept discusses product and marketing objectives, the relationship between client and supplier, the industrialization of service, and other facets of effective marketing

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Strategies Theodore Levitt

"Knowledge is peculiar. It has the special quality of enriching those who receive it without impoverishing or diminishing those who give it away. But the most precious of all knowledge can be neither taught nor passed on. . . . The most important thing is the general manager knows and does involve that kind of knowledge--inherent, authentic, and resistant to teachability but not to learnability."--from Chapter 3, "Management and Knowledge."

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