



# **Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company (2nd Edition)**

*Leonard M. Lodish, Howard L. Morgan, Shellye Archambeau, Jeffrey Babin*

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**Discover New Entrepreneurial Marketing Strategies for Supercharging Profits and Sustaining Competitive Advantage!**

This practical guide shows how to use modern entrepreneurial marketing techniques to differentiate your company in the eyes of customers to achieve sustainable profitability. The authors focus on innovative strategies and tactics, pioneered by some of today's most successful and disruptive companies, including Google, Quidsi (diapers.com), Apple, Victoria's Secret, Anki, Pebble, Metricstream, and Warby Parker. These high-impact methods will help entrepreneurs achieve immediate, bottom-line results through more effective marketing.

Based on The Wharton School of the University of Pennsylvania's pioneering Entrepreneurial Marketing course, this edition is fully updated to reflect what works in the marketplace today. Guided by the authors' collaboration with dozens of high-growth companies, it offers new insights into which marketing programs and distribution channels are likely to succeed, and how to leverage them in your unique business environment—even with limited resources.

The authors begin by helping you refine your competitive positioning by clarifying “What am I selling to whom?” and “Why do they care?” Next, they guide you through the fundamentals of demand generation via public relations, social media, viral marketing, advertising, distribution, and marketing-enabled sales. Finally, they provide you with valuable tips on how to secure the right human capital resources to build the team you need to succeed. Each of these core concepts is illustrated with real-world anecdotes that provide fresh insights into traditional marketing concepts.

Pragmatic from start to finish, **Marketing That Works, Second Edition**, is for marketers who care about both long-term strategies and short-term results.

- Leverage cutting-edge, entrepreneurial techniques to get your positioning and pricing right
- Generate, screen, and develop great new marketing ideas to reach your target audience
- Lead your customers to your offering—and motivate them to buy
- Cultivate the right people and resources for outstanding execution

This guide offers high-value, low-cost marketing solutions that leverage today's newest trends, tactics, channels, and technologies. It highlights companies that are redefining marketing and illuminates powerful new ways to secure resources, test and execute plans, and build brands.

The authors present practices for getting close to customers, reinforcing positioning, and developing marketing programs. Wherever you compete, this guide will help you grow your sales and profits, and drive more value from every dollar you spend on marketing.

For more information about *Marketing That Works*, visit [www.marketingthatworksbook.com](http://www.marketingthatworksbook.com).

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