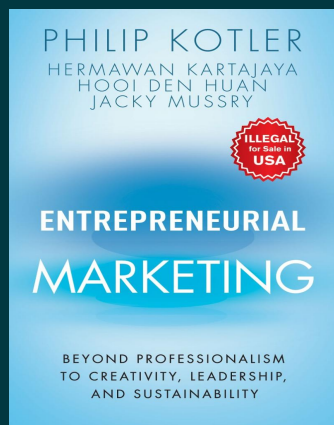




Entrepreneurial Marketing: Beyond Professionalism to Creativity, Leadership, and Sustainability

By Philip Kotler, Hermawan Kartajaya, Hooi Den Huan, Jacky Mussry

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Description

Marketing legend Phil Kotler and his colleagues explain why the conventional "professional" approach to marketing is no longer enough. Marketers must be more entrepreneurial, creative, and risk-taking, if they are to adapt to the challenges of the post-pandemic digital world. Entrepreneurial Marketing explains the basics of professional marketing and marketing operations, but also how this foundation must support entrepreneurial thinking and risk-taking. This marriage of professional and entrepreneurship is the new capability marketers need to grow their companies in the next ten years. Each chapter starts with a global or regional case study.

About the Author

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Table of Contents

1 The Omnihouse Model: A Holistic Perspective of Entrepreneurial Marketing 1

2 From Professional to Entrepreneurial Marketing: The Core Elements of the Omnihouse Model 7

3 Rethinking Competition: Collaborating for Sustainability	17
4 Navigating Customers: Progressive Approach for Stronger Market Position	33
5 Unifying Capabilities: Converging Mindsets Within an Organization	47
6 Integrating Functions: Converging Departments Within an Organization	55
7 Converging Creativity and Productivity: From Idea Generation to Capital Optimization	67
8 Creativity and the Balance Sheet: Securing Funding for Imaginative Capabilities	79
9 Converging Innovation and Improvement: Solution-Centric Approach for Higher Profit Margin	93
10 Converging Leadership and Management: Maintaining Values and Increasing Market Value	109
11 Finding and Seizing Opportunities: From Business Outlook to Marketing Architecture	123
12 Building Omni Capabilities: From Preparation to Execution	141
13 Securing Future Trajectory: From Balance Sheet to Market Value	161
14 Uniting Marketing and Finance: From Separation to Integration	181
15 Technology for Humanity: High Tech, Higher Touch	199
16 Technology and Stakeholders: Leveraging Tools to Increase Value	211
17 The Post-Operational Excellence: Balancing Rigidity and Flexibility	225
Epilogue: Visioning the Next Curve	241
Appendix: Punokawan and Pandava: The Indonesian Mythic Symbols of CI-EL and PI-PM in the Omnihouse Model	249
About the Authors	253
Index	255

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