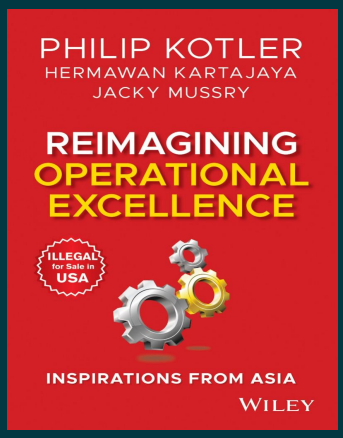
WILEY



Reimagining Operational Excellence: Inspirations from Asia

By Philip Kotler, Hermawan Kartajaya, Jacky Mussry

Paperback 9789370608061 ₹802.00

Pages: 304

Description

The indisputable fact that the conventional marketing approach is no longer working. To help move us beyond the status quo, Reimagining Operational Excellence uses the new Omnihouse model, with world-class examples from Korea, India, Japan, Singapore, and China. This model puts the entrepreneurial and operational aspects of marketing at the center of the action. You'll explore how to marry the twin capabilities of innovation and incremental improvement into a single, workable whole. You'll also discover what it means to employ "technology for humanity" and to combine marketing and finance into an integrated, cooperative unit.

About the Author

Philip Kotler, Hermawan Kartajaya, Jacky Mussry

Philip Kotler (Evanston, IL; https://kotlermarketing.com/phil1.shtml) is the S.C. Johnson Son Distinguished Professor (Emeritus) of International Marketing at Northwestern University's Kellogg Graduate School of Management, and one of the world's leading authorities on marketing. His writing has defined marketing around the world for the past forty years. He is the recipient of awards and honorary degrees from schools all over the world. His books have been translated into twenty-five languages.

Hermawan Kartajaya (Jakarta, Indonesia; http://www.markplusinc.com) is the founder and Chairman of MarkPlus Consulting, the largest marketing consulting firm in Indonesia. He is the President of the World Marketing Association, one of the "50 Gurus Who Have Shaped The Future of Marketing" according to The Chartered Institute of Marketing, United Kingdom (CIM-UK), and coauthor with Kotler of several books, including Marketing 3.0, Marketing 4.0, and Marketing 5.0.

Jacky Mussry (Jakarta, Indonesia; http://www.markplusinc.com) Deputy Chairman and CEO at MarkPlus, Institute, and has almost 25 years of consulting experience spanning multiple industries in Indonesia. He delivers guest lectures at universities in Indonesia on marketing and strategy related subjects.

Table of Contents

Foreword xi

Preface xiii

Acknowledgments xix

1 Operations as the Center of Gravity: The Omnihouse Model 1

2 Competing with the West: Asia as the Rising Model 23

3 The New Perspective of Quality: From Input to Impact 47

4 The New Perspective of Cost: From Cost-Cutting to Social Contributions 67

5 The New Perspective of Delivery: From On Estimate to On Conscience 89

6 The New Perspective of Service: From Standardization to Transformation 109

7 Creativity and Innovation in the New Operational Excellence: How the Korean Wave and Other Trends Are Affecting the World 129

8 Entrepreneurship and Leadership in the New Operational Excellence: How Indian Passion Is Helping Build Dominance 147

9 Productivity and Improvement in the New Operational Excellence: How the Japanese Spirit Goes Beyond Kaizen 165

10 Professionalism and Management in the New Operational Excellence: How Singapore's Attitude Is Becoming World-Class 181

11 The Yin-Yang Advantage: How China Made the Impossible Possible 203

Epilogue: Countries, Capabilities, and Operational Excellence 229

Appendix A: the Omnihouse Model 235

Appendix B: Inner Development Goals 239

Appendix C: Humane Entrepreneurship 243

Appendix D: Marketing Zen 247

Notes 251

About the Authors 275

Index 277

To purchase this product, please visit:
https://www.wileyindia.com/reimagining-operational-excellence-inspirations-from-asia.html

Scan to buy