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Marketing For Business Growth

Theodore Levitt

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business's prospects
for growth, and their
influence and impact
within the business

This book focuses on
the role of marketers
– and the tools and
methods available to
them – in identifying

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and achieving
profitable growth It
puts marketing and
marketers at the
commercial heart of

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From inside the book .

What people are

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Author. Theodore
Levitt. Edition. 2,
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McGraw-Hill, 1974.
Original from. the
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Michigan.

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Marketing Growth

Theodore Levitt

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

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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 have a background in marketing or you might be so busy working on your business that you just

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~~Theodore Bigby |
Theodore Levitt
Strategic Marketing
and Business Process~~

...

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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

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Business and

popularizing the term
globalization. In 1983,
he proposed a

definition for

corporate purpose:

"Rather than merely
making money, it is to
create and keep a
customer".

~~Theodore Levitt~~

~~Wikipedia~~

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Levitt, Theodore;

Levitt, Theodore.

Book. English. 2d ed.

Published New York;

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“Marketing Myopia” is the quintessential big hit HBR piece. In it, Theodore Levitt, who was then a lecturer in business administration at the Harvard Business School, introduced

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Business question,

“What business are
you really in?” and

with it the claim that,

had railroad

executives seen

themselves as being

in the transportation

~~BEST OF HBR 1960~~

~~Sustained growth~~

~~depends on how~~

~~broadly ...~~

Marketing Myopia.

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Excerpted from

July–August 1960.

Every major industry was once a growth industry. But some that are now riding a wave of growth enthusiasm are very much in the shadow of decline.

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

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A seminal book that I read exactly forty years ago – in 1978: Marketing for Business Growth, by Theodore Levitt (Levitt died in 2006, and his book was first published in 1969 under the title, The Marketing Mode).

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~~Business Growth,~~
~~Forty Years on~~
~~Customer Think~~
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 ...

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