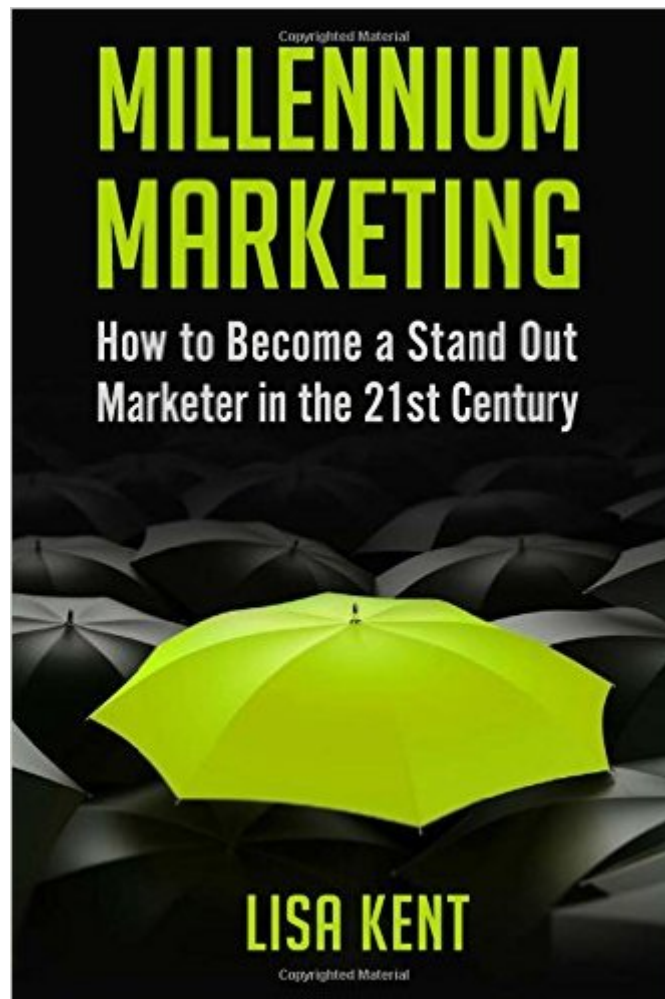


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Millennium Marketing: How To Become A Stand Out Marketer In The 21st Century



Synopsis

Marketing in the twenty-first century has evolved into a hybrid of off line and on line skills that require the marriage of classical and new marketing competencies along with stellar salesmanship. My reason for writing this book is to help current and would-be marketers see the connection between the foundations of marketing and all of the changes in the 21st Century. I have outlined what I believe is necessary to become a great marketer today and what we need to continue to learn to grow as innovators, brand marketers and strategists in 2017 and beyond. In Section One, I have laid out the skills and experiences that showcase the classical marketing skills that will never be surpassed by transitions in technology. These skills and talents were taught to me early in my marketing career and are important foundations today. In Section Two, I have summarized the skill sets needed for marketers in the 2000s -- the new millennium. This section explores the interrelationships between technology, social media, big data and effective marketing. Section Three showcases the timeless skills and principles I believe in; these help ensure business success and fulfillment for all of us -- marketers and managers alike. My intent with this book is to help young and newer marketers benefit from the breadth and depth of my experience over the years. I have been so fortunate to have been trained by some of the best, premier marketers in the world beginning with The J.L. Kellogg Graduate School of Management at Northwestern University, and by many stand out marketers at Procter & Gamble, Nestlé and Johnson & Johnson. My successes (and failures) led me to a series of incredible opportunities for applying these skills in my career path, including three years as CEO of a dot.com (Netgrocer.com), many years in consumer packaged goods, fifteen years (so far) leading The Lumina Group, an innovation and marketing strategy firm, and three years of teaching marketing at the college level. The real life lessons of 25 years in marketing helped me fill these pages with authentic examples and situations. Serious, funny, inspiring and sometimes painful -- all of it helped me become a better marketer and manager. I hope my journey will help you, too.

Book Information

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Customer Reviews

I like this author's ability to simplify and clarify her information. I especially appreciate the "Take Away Tips" at end of chapters. They reinforce the information learned. Lisa Kent writes for those of us without a heavy marketing background.

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