

---

# Marketing Harvard University

---

The Business of Enlightenment

HBR's 10 Must Reads on Strategic Marketing  
(with featured article "Marketing Myopia," by  
Theodore Levitt)

Marketing Strategy Series

Some Problems in Market Distribution

Building a Marketing Plan

IMC, The Next Generation

Harvard Studies in Marketing Farm Products

Choosing Courage

What is Marketing?

Harvard Business School Confidential

Driving Digital Strategy

Organization Strategy, a Marketing Approach

Marketing Problems

Brand New China

Elements of Administration

The Content Trap

Concurrent Marketing

Radical Marketing

What They Teach You at Harvard Business School

Motivation Research and Marketing Management

Marketing Myopia

Case Material of the Harvard Graduate School of  
Business Administration

The Globalization of Markets

Strategic Marketing Management

Some Problems in Market Distribution  
 Shakespeare, Einstein, and the Bottom Line  
 Racism in America  
 Birth of a Salesman  
 Fundamentals of Business Marketing Education  
 Global Marketing Management  
 Cost-conscious Marketing Research  
 HBR's 10 Must Reads for Sales and Marketing  
 Collection (5 Books)  
 How Customers Think  
 Shakespeare, Einstein, and the Bottom Line  
 The Transformation of Corporate Control  
 Who's Black and Why?  
 Basic concepts in marketing management  
 Marketing in an Electronic Age  
 Global Marketing Management  
 What They Don't Teach You At Harvard Business  
 School

Downloaded  
 Marketing from  
 Harvard [db.mwpai.edu](http://db.mwpai.edu)  
 University by guest

---

**JOHANNA  
 MILLS**

---

The Business  
of  
Enlightenment  
 Profile Books  
 One part  
 riveting  
 account of  
 fieldwork and

one part  
 rigorous  
 academic  
 study, Brand  
 New China  
 offers a  
 unique  
 perspective on  
 the  
 advertising  
 and marketing  
 culture of  
 China. Jing

Wang's  
 experiences in  
 the disparate  
 worlds of  
 Beijing  
 advertising  
 agencies and  
 the U.S.  
 academy  
 allow her to  
 share a  
 unique  
 perspective on

China during its accelerated reintegration into the global market system. Brand New China offers a detailed, penetrating, and up-to-date portrayal of branding and advertising in contemporary China. Wang takes us inside an advertising agency to show the influence of American branding theories and models. She also examines the impact of new media practices on Chinese advertising, deliberates on the convergence of grassroots creative culture and viral marketing strategies, samples successful advertising campaigns, provides practical insights about Chinese consumer segments, and offers methodological reflections on pop culture and advertising research. This book unveils a “brand new” China that is under the sway of the ideology of global partnership while struggling not to become a mirror image of the United States. Wang takes on the task of showing where Western thinking works in China, where it does not, and, perhaps most important, where it creates opportunities for cross-fertilization. Thanks to its combination of engaging vignettes from the advertising world and

thorough research that contextualizes these vignettes, Brand New China will be of interest to industry participants, students of popular culture, and the general reading public interested in learning about a rapidly transforming Chinese society. *HBR's 10 Must Reads on Strategic Marketing (with featured article "Marketing Myopia," by Theodore Levitt)* Harper Collins

A collection of Harvard Business School cases by the editors accompanied by additional authors, emphasizing the marketing strategies of domestic marketers to international markets. *Marketing Strategy Series* Harvard Business Press  
Mark McCormack, dubbed 'the most powerful man in sport', founded IMG (International Management Group) on a handshake. It was the first and is the most

successful sports management company in the world, becoming a multi-million dollar, worldwide corporation whose activities in the business and marketing spheres are so diverse as to defy classification. Here, Mark McCormack reveals the secret of his success to key business issues such as analysing yourself and others, sales, negotiation, time management, decision-

making and communication. What They Don't Teach You at Harvard Business School fills the gaps between a business school education and the street knowledge that comes from the day-to-day experience of running a business and managing people. It shares the business skills, techniques and wisdom gleaned from twenty-five years of experience. Some

Problems in Market Distribution Routledge Academics, corporate marketing managers, advertising executives, and market researchers examine the impact of new electronic technology on marketing practices. The volume begins with the scenario of a 1990s world that interacts via computer. Part I examines technology as a link between supplier and customer and the advantages of

direct order entry, in-home retailing, laser-disc sales training systems, and electronic data interchange. Part II focuses on Marketing Decision Support Systems (MDSSs), along with case studies of applications. Part III deals with the effects on advertising of satellite-aided transmission, increasing the number of cable subscribers so that advertisers can

"narrowcast" rather than "broadcast" their messages to consumers, the use of "infomercials" which present information along with a sales pitch, and the issue of who owns the rights to information. Part IV deals with potential developments. ISBN 0-87584-159-7 : \$32.50.

**Building a Marketing Plan** McGraw Hill  
Professional Designing strategies for global competition; Global

marketing programs; Organizing and controlling global marketing operations; Special issues in global marketing. **IMC, The Next Generation** Harvard Business Press 2023 PROSE Award in European History "An invaluable historical example of the creation of a scientific conception of race that is unlikely to disappear anytime soon." —Washington

Post "Reveals how prestigious natural scientists once sought physical explanations, in vain, for a social identity that continues to carry enormous significance to this day." —Nell Irvin Painter, author of *The History of White People* "A fascinating, if disturbing, window onto the origins of racism." —Publishers Weekly "To read [these essays] is to witness European intellectuals,

in the age of the Atlantic slave trade, struggling, one after another, to justify atrocity.” —Jill Lepore, author of *These Truths: A History of the United States In 1739*

Bordeaux’s Royal Academy of Sciences announced a contest for the best essay on the sources of “blackness.” What is the physical cause of blackness and African hair, and what is the cause of Black degeneration, the contest

announcements asked. Sixteen essays, written in French and Latin, were ultimately dispatched from all over Europe. Documented on each page are European ideas about who is Black and why. Looming behind these essays is the fact that some four million Africans had been kidnapped and shipped across the Atlantic by the time the contest was announced. The essays

themselves represent a broad range of opinions, which nonetheless circulate around a common theme: the search for a scientific understanding of the new concept of race. More important, they provide an indispensable record of the Enlightenment-era thinking that normalized the sale and enslavement of Black human beings. These never previously published

documents survived the centuries tucked away in Bordeaux's municipal library. Translated into English and accompanied by a detailed introduction and headnotes written by Henry Louis Gates, Jr., and Andrew Curran, each essay included in this volume lays bare the origins of anti-Black racism and colorism in the West. *Harvard Studies in Marketing Farm Products* Harvard

University Press In this entertaining and informative book, Walter Friedman chronicles the remarkable metamorphosis of the American salesman from itinerant amateur to trained expert. From the mid-nineteenth century to the eve of World War II, the development of sales management transformed an economy populated by peddlers and canvassers to one driven by

professional salesmen and executives. From book agents flogging Ulysses S. Grant's memoirs to John H. Patterson's famous pyramid strategy at National Cash Register to the determined efforts by Ford and Chevrolet to craft surefire sales pitches for their dealers, selling evolved from an art to a science. "Salesmanship" as a term and a concept arose around the turn of the



century, paralleling the new science of mass production. Managers assembled professional forces of neat responsible salesmen who were presented as hardworking pillars of society, no longer the butt of endless "traveling salesmen" jokes. People became prospects; their homes became territories. As an NCR representative said, the modern salesman "let

the light of reason into dark places." The study of selling itself became an industry, producing academic disciplines devoted to marketing, consumer behavior, and industrial psychology. At Carnegie Mellon's Bureau of Salesmanship Research, Walter Dill Scott studied the characteristics of successful salesmen and ways to motivate consumers to buy. Full of engaging

portraits and illuminating insights, *Birth of a Salesman* is a singular contribution that offers a clear understanding of the transformation of salesmanship in modern America. Reviews of this book: *The history Friedman weaves is engrossing and the book hits stride with entertaining chapters on Mark Twain's marketing of the memoirs of Ulysses S. Grant* (apparently Twain was as

talented a  
businessman  
as a writer)  
and on the  
shift from the  
drummer--the  
middleman  
between  
wholesalers  
and regional  
shopkeepers--  
to the  
department  
store...In Birth  
of a Salesman,  
Friedman has  
crafted a  
history of an  
'inherently  
unlikable  
process' with  
depth,  
affection and  
intelligent  
analysis. --  
Carlo Wolff,  
Boston Globe I  
very much  
enjoyed  
reading this  
book. It is well  
written, well

argued, and  
thoroughly  
researched.  
Salesmen,  
Friedman  
argues,  
helped  
distribute the  
products of  
America's  
increasingly  
bountiful  
manufacturing  
industries,  
invented new  
forms of  
managerial  
hierarchies,  
investigated  
the  
psychology of  
desire, and  
were in the  
vanguard of  
America's  
transformation  
from a  
producer to a  
consumer  
society. He  
powerfully  
shows that the

rise of modern  
business  
practices and  
the  
emergence of  
a particularly  
American  
culture of  
consumption  
can only be  
fully  
understood if  
we examine  
the history of  
selling. --Sven  
Beckert,  
author of The  
Monied  
Metropolis  
Walter  
Friedman's  
Birth of a  
Salesman: The  
Transformatio  
n of Selling in  
America is an  
important  
book. The  
modern  
industrial  
economy,  
created in the

United States and Europe between the 1880s and the 1930s, required the integration of large-scale production and marketing. The evolution of mass production is a well-known story, but Friedman is the first to fill in the crucial marketing side of that industrial revolution. -- Alfred D. Chandler, Jr., author of *The Visible Hand and Scale and Scope With wit and verve*, Walter Friedman gives us a cast of memorable characters who turned salesmanship from ballyhoo to behaviorism, from silliness to science. Informed by prodigious research, *Birth of a Salesman* also clarifies the birth of modern marketing-- from an angle that humanizes its subject through wry, ironic, but serious analysis. This is a pioneering work on a subject crucial to American social, cultural, and business history. -- Thomas K. McCraw, author of *Creating Modern Capitalism* *Choosing Courage* Harvard Business Review Press *Successful marketing requires a deep knowledge of customers, competitors, and collaborators and great skill in serving customers profitably.* This book provides the foundation for developing those skills and insights.

*What is Marketing?*  
 Harvard Business Press  
 Despite the time and money spent on market research, 60% to 80% of new offerings fail. Harvard Business School Confidential  
 Harvard Business Press  
 “My favorite book of the year.”—Doug McMillon, CEO, Wal-Mart Stores  
 Harvard Business School Professor of Strategy  
 Bharat Anand presents an incisive new approach to digital transformation that favors fostering connectivity over focusing exclusively on content. NAMED ONE OF THE BEST BOOKS OF THE YEAR BY BLOOMBERG Companies everywhere face two major challenges today: getting noticed and getting paid. To confront these obstacles, Bharat Anand examines a range of businesses around the world, from The New York Times to The Economist, from Chinese Internet giant Tencent to Scandinavian digital trailblazer Schibsted, and from talent management to the future of education. Drawing on these stories and on the latest research in economics, strategy, and marketing, this refreshingly engaging book reveals important lessons, smashes celebrated myths, and reorients strategy. Success for

flourishing companies comes not from making the best content but from recognizing how content enables customers' connectivity; it comes not from protecting the value of content at all costs but from unearthing related opportunities close by; and it comes not from mimicking competitors' best practices but from seeing choices as part of a connected whole. Digital

change means that everyone today can reach and interact with others directly: We are all in the content business. But that comes with risks that Bharat Anand teaches us how to recognize and navigate. Filled with conversations with key players and in-depth dispatches from the front lines of digital change, *The Content Trap* is an essential new playbook for navigating the turbulent waters in

which we find ourselves. Praise for *The Content Trap* "A masterful and thought-provoking book that has reshaped my understanding of content in the digital landscape."—Ariel Emanuel, co-CEO, WME | IMG "The *Content Trap* is a book filled with stories of businesses, from music companies to magazine publishers, that missed connections and could never escape the narrow views that had brought them past success.

But it is also filled with stories of those who made strategic choices to strengthen the links between content and returns in their new master plans. . . . The book is a call to clear thinking and reassessing why things are the way they are.”—The Wall Street Journal

**Driving Digital Strategy**

Random House Group

'For anyone thinking of doing an MBA, or indeed

anyone who wants to understand how the corporate elite are moulded, this is a must read' Luke Johnson, British entrepreneur

The internationally best-selling business classic that reveals what it's really like to study an MBA at one of the most prestigious institutions in the world.

Philip Delves Broughton quit his position as New York correspondent for The Daily Telegraph to

take his place on one of the most-coveted and exclusive courses in the world - an MBA at Harvard Business School - to acquire the wisdom reserved for the world's global elite.

And what he learns is truly jaw-dropping. From his first class to graduation - encompassing the guest lectures, the Apprentices-style tasks, the booze-luge, the burnouts and the high flyers - Delves Broughton

divulges the advice, wisdom and folly he found whilst studying at the most prestigious business school in the world. 'Anyone considering enrolling will find this an insightful portrait of Harvard Business School life' Economist 'Very funny. An excellent book' Wall Street Journal [Organization Strategy, a Marketing Approach](#) Harvard University Press  
Make the most

of your ability to teach business-to-business marketing! Fundamentals of Business Marketing Education: A Guide for University-Level Faculty and Policymakers examines the essential issues of teaching business-to-business marketing courses at all four university levels. An international network of educators and practitioners addresses the real concerns you have about

developing a curriculum and formulating policy, taking into account the social and economic considerations you face in dealing with practical, methodological, and theoretical business marketing issues. Combining scholarly analysis with practical presentation and style, the book is the comprehensive reference you need to make sure your students have a thorough

understanding of the interactive circle that connects instruction, research, and the corporate business world. Fundamentals of Business Marketing Education presents original papers that address the pedagogic and content issues you face at each level of university instruction—doctoral studies, executive education, graduate, and undergraduate studies. Each section

is accompanied by scholarly commentary for added perspective, helping you to form your own style of course implementation. The book also includes a comparative review of business marketing textbooks, examining the nuts and bolts of writing for university-level instruction—content, style, textbook features, and the “street smarts” needed to deal with publishers. Topics

addressed in Fundamentals of Business Marketing Education include: the status of and prospects for doctoral programs in business-to-business marketing making business marketing more prominent in master’s programs linking content to practice in undergraduate business marketing courses the impact of alternative technologies on delivering business-to-



business marketing education teaching business marketing in the 21st century a comparative review of business marketing textbooks and much more! Fundamentals of Business Marketing Education: A Guide for University-Level Faculty and Policymakers is an essential resource for educators working to confirm the importance of business education and its contribution to society. Anyone who teaches marketing—from full professor to occasional adjunct—will find this book invaluable for making the most of your ability to teach business-to-business marketing. Marketing Problems Harvard Business Press Cases studies in the computer, consumer goods, telecommunications, and medical products industry are used to show how companies can integrate management, sales, and service *Brand New China* Business Expert Press Strategies for binding customers to an organization--by determining the information they want and giving it to them In 1993, Don Schultz showed marketers how to coordinate their organizations' entire communicatio

ns programs with the seminal Integrated Marketing Communications. In *IMC--The Next Generation*, Schultz offers a refined and updated approach to the IMC model, one that goes beyond the messages an organization chooses to send to encompass the information that the customer wishes to receive or have access to. *IMC--The Next Generation*

shows marketers how to build sustainable competitive advantage and ROI by combining and coordinating all methods through which buyers and sellers come together. Numerous cases and real-world examples reveal how to use today's IMC model to: Integrate internal and external communications programs Influence customers at every contact point Build long-term brand

relationships  
*Elements of Administration*  
Harvard Business Press  
Wry and insightful, Shakespeare, Einstein, and the Bottom Line takes us on a cross-country tour of the most powerful trend in academic life today--the rise of business values and the belief that efficiency, immediate practical usefulness, and marketplace triumph are the best measures of a university's success.

*The Content Trap* Harvard University Press Excerpt from Marketing Problems The purpose of this book is to provide concrete problems in marketing for use in instruction. Many of the problems stated here already have been used in the class work in Marketing in the Graduate School of Business Administration, Harvard University, and it is for this class that the book

primarily is published. The subject of Marketing, as a field of scientific study and instruction, is in its early stages of development. Consequently, the treatment of topics taken up in this book is far from perfect. This is to be considered a preliminary stage in the systematic development of the subject by the problem method of instruction. Further study and experience will doubtless

show many opportunities for improvement and refinement. The problems are selected to illustrate specific points, to be developed by analysis and discussion. Although frequently the identity of the individual company or establishment is disguised, the cases are based upon actual business experience. The problems are in the form in which they come before business men.

I wish to acknowledge my indebtedness to my former colleague, Mr. Paul T. Cherington, with whom it was my pleasure to discuss several of these problems during the years that we were both engaged in teaching this subject. To Dr. Edwin F. Gay, former Dean of the Harvard Business School, I owe a deep debt of gratitude for the constant encouragement and inspiration

that he gave me in the study of Marketing. The actual completion of this undertaking has been due in large measure to the friendly interest and enthusiastic encouragement of Dean Wallace B. Donham. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at [www.forgottenbooks.com](http://www.forgottenbooks.com) This book is a reproduction

of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst repairing imperfections present in the aged copy. In rare cases, an imperfection in the original, such as a blemish or missing page, may be replicated in our edition. We do, however, repair the vast majority of imperfections

successfully; any imperfections that remain are intentionally left to preserve the state of such historical works.

### Concurrent

### Marketing

Harvard Business Press  
 What business is your company really in? That's a question all executives should all ask before demand for their firm's products or services dwindles. In *Marketing Myopia*, Theodore

Levitt offers examples of companies that became obsolete because they misunderstood what business they were in and thus what their customers wanted. He identifies the four widespread myths that put companies at risk of obsolescence and explains how business leaders can shift their attention to customers' real needs instead.

### **Radical Marketing**

Harvard

University Press  
 Racism in America has been the subject of serious scholarship for decades. At Harvard University Press, we've had the honor of publishing some of the most influential books on the subject. The excerpts in this volume—culled from works of history, law, sociology, medicine, economics, critical theory, philosophy, art, and literature—are an invitation

to understand anti-Black racism through the eyes of our most incisive commentators . Readers will find such classic selections as Toni Morrison’s description of the Africanist presence in the White American literary imagination, Walter Johnson’s depiction of the nation’s largest slave market, and Stuart Hall’s theorization of the relationship between race and

nationhood. More recent voices include Khalil Gibran Muhammad on the pernicious myth of Black criminality, Elizabeth Hinton on the link between mass incarceration and 1960s social welfare programs, Anthony Abraham Jack on how elite institutions continue to fail first-generation college students, Mehrsa Baradaran on the racial wealth gap, Nicole Fleetwood on

carceral art, and Joshua Bennett on the anti-Black bias implicit in how we talk about animals and the environment. Because the experiences of non-White people are integral to the history of racism and often bound up in the story of Black Americans, we have included writers who focus on the struggles of Native Americans, Latinos, and Asians as well. Racism in America is for all curious readers,

teachers, and students who wish to discover for themselves the complex and rewarding intellectual work that has sustained our national conversation on race and will continue to guide us in future years. *What They Teach You at Harvard Business School* Harvard University Press Harvard Business School is the iconic business school. An admission ticket to HBS

is a hot commodity and an HBS degree is highly respected in the business world. Written by an HBS grad and seasoned businesswoman, Harvard Confidential tells you why. It is a distillation of the most valuable and pragmatic but yet easiest to learn concepts taught at HBS. Distills the best of what HBS has to offer and unveils the secrets to success taught behind Harvard's

ivied edifices Readers will learn what they teach without going to HBS; learn how to think like an HBS grad and gain a head start on what to expect from HBS Emily Chan graduated top of her engineering class at Stanford and has a MBA from Harvard Business School. She is a former consultant with BCG in Boston and Hong Kong, and independent consultant in Greater China.

Based in Hong Kong, she is now Director of Pacific Merit Ltd, a family-owned direct investment company.

Motivation

Research and

Marketing

Management

John Wiley & Sons

NEW from the bestselling HBR's 10 Must Reads series.

Stop pushing products—and start

cultivating relationships with the right customers. If you read

nothing else on marketing that delivers competitive advantage, read these 10

articles. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you reinvent your marketing by putting it—and your customers—at the center of your business.

Leading experts such as Ted Levitt and Clayton Christensen provide the insights and advice you need to: • Figure out what business

you're really in • Create products that perform the jobs people need to get done • Get a bird's-eye view of your brand's strengths and weaknesses • Tap a market that's larger than China and India combined • Deliver superior value to your B2B customers • End the war between sales and marketing Looking for more Must Read articles from Harvard Business Review? Check out these titles in



the popular series: HBR's 10 Must Reads: The Essentials HBR's 10 Must Reads on Communicatio n HBR's 10	Must Reads on Collaboration HBR's 10 Must Reads on Innovation HBR's 10 Must Reads on Leadership HBR's 10 Must	Reads on Making Smart Decisions HBR's 10 Must Reads on Managing Yourself HBR's 10 Must Reads on Teams
--	---	---

#### Best Sellers - Books :

- [Heart Bones: A Novel](#)
- [Mad Honey: A Novel](#)
- [How To Catch A Leprechaun By Adam Wallace](#)
- [A Court Of Wings And Ruin \(a Court Of Thorns And Roses, 3\)](#)
- [Killers Of The Flower Moon: The Osage Murders And The Birth Of The Fbi](#)
- [Kindergarten, Here I Come! By D.j. Steinberg](#)
- [Little Blue Truck's Valentine](#)
- [America's Cultural Revolution: How The Radical Left Conquered Everything By Christopher F. Rufo](#)
- [Hunting Adeline \(cat And Mouse Duet\) By H. D. Carlton](#)
- [Fahrenheit 451](#)