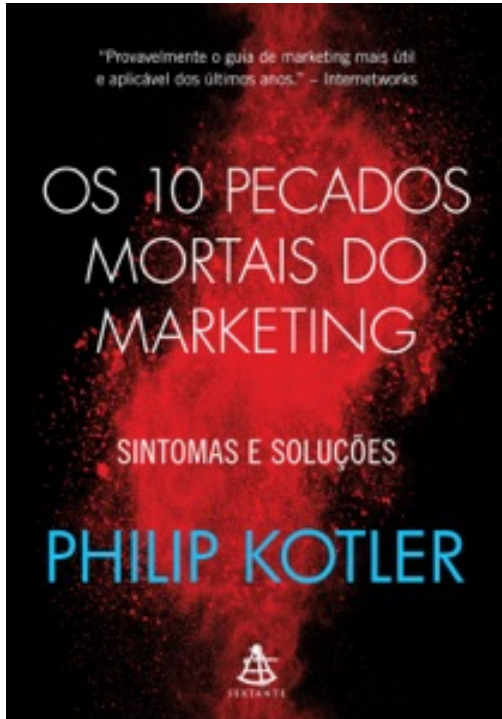


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Philip Kotler, uma das maiores autoridades no tema, apresenta as respostas nesse livro que é um dos guias mais claros e práticos sobre o que fazer (e o que não fazer) quando o assunto é marketing.

A partir de exemplos e insights, ele explica como identificar os sinais de que uma empresa está cometendo um dos *10 pecados mortais do marketing* e compartilha as melhores soluções para superar o problema.

Você vai aprender a manter o foco no mercado e no cliente, acompanhar a concorrência, gerenciar relacionamentos, desenvolver planos de marketing eficazes, construir marcas

fortes e aproveitar ao máximo a tecnologia disponível.

E, o mais importante, entenderá que o verdadeiro papel do marketing é identificar oportunidades e criar estratégias de negócios com foco em resultados.

**"Provavelmente o guia de marketing mais útil e aplicável dos últimos anos." - *Internetworks***

**"Recomendável tanto para o profissional de marketing quanto para gestores de outras áreas." - *Journal of Consumer Marketing***

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