

KOTLER-i & PARTNERS, ZIDAN

ESSENTIALS OF MODERN MARKETING

JORDAN EDITION

The world's first marketing book
around market-specific success stories.



ESSENTIALS OF MODERN MARKETING

Marketing Management for the 21st century and beyond

First Jordan Edition

© 2023 Kotler Impact – Jordan Edition, English language

All rights reserved to the copyright owners. Any illegal reproduction of this content will result in immediate legal action.

No responsibility deriving from the use of the information documented here can be attributed to the authors, to Kotler Impact or to any person and company involved in the creation, production, and distribution of this book.

All trademarks mentioned in the book are the property of their owners.

Jordan Edition: December 2023.

رقم الایداع لدى دائرة المكتبة الوطنية (6517/12/2023)

Primary Indexing Data For The Book

Book Title: Essentials Of Modern Marketing : Marketing Management For the 21st Century and beyond

Author: Zidan , Abdelrahman Hussam Abdelkhaleq

Publication Data : Amman: Abdelrahman Hussam Abdelkhaleq Zidan ' 2023

Physical Description: 507 Pages

Classification Number 658.872

Descriptors: /Digital Marketing // Sales Promotion // Marketing Management

Edition Data : First Edition

يتحمل المؤلف كامل المسؤولية القانونية عن محتوى مصنفة ولا يعتبر هذا المصنف عن رأي دائرة المكتبة الوطنية او اي جهة حكومية أخرى

By Kotler-i & Partners, Zidan

DENIS ROTHMAN

Expert on Artificial Intelligence, France

DANA KAKEESH

Assistant Professor of Marketing at University of Jordan

EMAD MASOUD

Digital Marketing Professor

GABRIELE CARBONI

Co-founder of Weezo, Italy

HASEEB SHABBIR

Huddersfield Business School, University of Huddersfield, U.K.

LINDEN BROWN

Consultant at MarketCulture, Strategies Inc., Australia

MANOJ SINGH

CEO of RUBIKA, India

MARC OLIVER OPRESNIK

CRO of Kotler Impact, Germany

PHILIP KOTLER

Father of Modern Marketing & Founder of WMS

RAUL AMIGO

CEO & President of UMUNTU SAS, Colombia

SADIA KIBRIA

Founder of Socialpreneurship, CEO of WMS Group & Kotler Impact

SEAN CRICHTON-BROWNE

Head of Global Partnerships and Customer Engagement at MarketCulture

THABIT HEJAZI

Co-founder & CEO of Mastery Academy

Editorial Board, Jordan Edition

Chief Patron: Abdullrahman H Zidan

Co-founder eAmira, Jordan

Executive Editor: DANA KAKEESH

Assistant Professor of Marketing at University of Jordan

Editorial Board Members:

Fandi Omeish

Assistant Professor | E-Marketing and Social Media at Princess Sumaya University for Technology

Moahamad Abu Hasheesh

Associate Professor | E-Marketing and Social Media at Princess Sumaya University for Technology

Mahmoud Alghizzawi

Assistant Professor, Jordan at ASU University

Moath Fauri

CEO at Astrolabe, Jordan

Iyad A. A Khanfar

Associate Professor at Zarqa University

Raghad Zamil

CEO Media Factory, Jordan

Mahfuz Judeh

Ex-President of Applied Science University

Ahmad Al Hyari

Co-founder MCBS, Jordan

Monther Besomi

General Manager at Jaketah, Jordan

Ibrahim Abu Naffa

Tag - Consult

TABLE OF CONTENTS

PREFACE BY PHILIP KOTLER

INTRODUCTION TO THE JORDAN EDITION

1. ESSENTIALS OF MODERN MARKETING MANAGEMENT	1
1.1 <i>Definitions, Tasks and Scope of Marketing</i>	2
<i>Case Study: TALAL ABU-GHAZALEH GLOBAL GROUP</i>	5
1.2 <i>Company Orientation towards the Marketplace</i>	9
<i>Case Study: ALJDWA COMPANY</i>	11
1.3 <i>The Role of Marketing in the Company</i>	15
1.4 <i>Fundamentals of Marketing Planning</i>	15
1.5 <i>The Main Stages in Developing a Marketing Plan</i>	17
2. SITUATIONAL ANALYSIS IN THE MARKETING PLANNING PROCESS.....	24
2.1 <i>Marketing Research</i>	24
2.1.1 <i>Definition of marketing research</i>	24
2.1.2 <i>Categories of Research</i>	25
2.1.3 <i>Secondary Research</i>	25
2.1.4 <i>Primary Research</i>	27
<i>Case Study: MOBEASY</i>	34
2.2 <i>Assessing the Internal Marketing Situation</i>	37
2.2.1 <i>Market Orientation View (MOV)</i>	38
2.2.2 <i>Resource Based View (RBV)</i>	39
2.2.3 <i>Major Sources of Competitive Advantage</i>	42
2.3 <i>Assessing the External Marketing Situation</i>	43
2.3.1 <i>PEST Analysis</i>	44
<i>Case Study: Harmonizing Business</i>	45
2.3.2 <i>External Relationships to Stakeholders in the Value Net</i>	49
2.4 <i>Analysing Buying Behaviour in the B2C Market</i>	52
2.5 <i>Analysing Buying Behaviour in the B2B Market</i>	54
2.6 <i>SWOT Analysis</i>	55
2.6.1 <i>Elements of a SWOT Analysis</i>	56
2.6.2 <i>Matching and Converging in the SWOT Matrix</i>	57

2.6.3 Application of the SWOT Analysis	57
<i>Case Study: SHALATI</i>	59
3. STRATEGY FORMULATION IN THE MARKETING PLANNING PROCESS.....	63
3.1 <i>Strategic Marketing Planning</i>	63
3.1.1 Vision and Mission Statement.....	63
3.1.2 Strategic Objectives	65
3.1.3 Estimation of the Planning Gap and Problem Diagnosis	65
3.1.4 The Search for Strategy Alternatives for Closing Planning Gap	66
3.1.5 Ansoff's Generic Strategies for Growth.....	67
3.1.6 Porter's Generic Strategies	69
3.1.7 The BCG Portfolio Matrix Model.....	71
3.1.8 The GE-Matrix Multi factor Portfolio Matrix	74
<i>Case Study: KABOLY</i>	76
3.2 <i>Market Segmentation, Targeting and Positioning</i>	80
3.2.1 The Underlying Premises of Market Segmentation.....	80
3.2.2 The Segmentation, Targeting and Positioning Approach	81
3.2.3 Segmenting Consumer Markets (B2C).....	82
3.2.4 Segmenting the Business Markets (B2B).....	86
3.2.5 Target Marketing	86
3.2.6 Positioning Strategy	88
<i>Case Study: ARABIAWEATHER</i>	90
4. MARKETING MIX IN THE MARKETING PLANNING PROCESS	94
4.1 <i>Product and Service Decisions</i>	94
4.1.1 Different Product Levels.....	94
4.1.2 Product Line Decisions	96
4.1.3 Product Mix Decisions	96
4.1.4 Services Marketing.....	97
<i>Case Study: H2 ACADEMY</i>	100
4.1.5 New Product Development (NPD).....	103
<i>Case Study: GIG GIANT INDUSTRIAL GROUP</i>	104
4.1.6 The Product Life Cycle.....	108

4.1.7 Branding.....	109
<i>Case Study: JAKETAH FASHION</i>	112
4.2 Pricing Decisions	118
4.2.1 A Pricing Framework.....	118
4.2.2 General Pricing Approaches.....	121
4.2.3 Pricing new Products.....	124
4.2.4 Price Bundling.....	125
4.3 Distribution Decisions	125
4.3.1 Types of Distribution Channel.....	126
4.3.2 Strategies for Market Coverage.....	126
<i>Case Study: NABIL</i>	128
4.3.3 Vertical Integration in the Distribution Channel.....	132
4.3.4 Multichannel Distribution Systems.....	133
4.3.5 Marketing Logistics and Supply Chain Management.....	133
4.3.6 Logistics Value Chain.....	134
4.4 Communication Decisions	134
<i>Case Study: RANWA PRODUCTION</i>	135
4.4.1 Key Opinion Leader Management.....	139
4.4.2 The Promotional Mix.....	139
4.4.3 Advertising.....	140
4.4.4 Sales Promotion.....	147
4.4.5 Public Relations.....	150
4.4.6 Sponsorship.....	151
4.4.7 Digital and Social Media Marketing.....	154
<i>Case Study: BY AISCHA'S</i>	158
4.4.8 Direct Marketing.....	178
4.4.9 Personal Selling.....	180
<i>Case Study: EISBERG</i>	181
4.4.10 PRODUCT PLACEMENT.....	187
5. IMPLEMENTATION AND CONTROLLING IN THE MARKETING PLAN PROCESS	188
5.1 Organizing and Implementing the Marketing Plan	188

5.1.1	The Process of Developing the International Marketing Plan	188
5.1.2	Deciding on the International Marketing Mix	188
5.1.3	Writing the Marketing Plan Document	188
5.1.4	Implementing the Marketing Plan	193
	<i>Case Study: MEDIA FACTORY</i>	194
5.1.5	Deciding on the Marketing Organization.....	199
5.2	<i>Budgeting and Control</i>	199
5.2.1	Marketing Productivity and Economic Results	200
5.2.2	Marketing Budgeting.....	201
5.2.3	Controlling the Marketing Programme	202
	<i>Case Study: SUBHI JABRI AND SONS CO</i>	203
6.	EXTERNAL ORIENTATION OF STRATEGIC MARKETING PLAN.....	208
6.1	<i>The decisive impact of a customer-centric culture and the vital role played by marketing leaders</i>	208
6.2	<i>Market Orientation as a Culture that Focuses on the Customer</i>	208
	<i>Case Study: KITCO</i>	209
6.3	<i>A Customer Culture is Necessary to Implement the Marketing Plan</i>	213
6.3.1	What is a Customer Culture?	213
6.3.2	How Can We Make Customer Culture Tangible and Actionable?	214
6.4	<i>Tying the 5 Externally Oriented Practices to the Marketing Plan</i>	217
6.4.1	The Customer Insight Discipline	217
6.4.2	The Customer Foresight Discipline	217
6.4.3	The Competitor Insight Discipline	217
	<i>Case Study: ASTROLABE COFFEE HOUSE</i>	218
6.4.4	The Competitor Foresight Discipline.....	223
	<i>Case Study: Abdullah Sakkijha Jewelry</i>	229
6.4.5	The Peripheral Vision Discipline	223
6.4.6	The Empowerment Discipline	224
6.4.7	The Cross-Functional Collaboration Discipline.....	224
6.4.8	The Strategic Alignment Discipline	225
6.5	<i>How Do these 8 disciplines Drive Business performance?</i>	225

6.6 How Can We Measure our Level of Customer Culture?.....	226
6.7 What Do High Performers and Low Performers Look Like?.....	227
7. DISRUPTIVE DIGITAL MARKETING STRATEGIES	233
7.1 Harnessing the digital opportunity.....	233
7.2 Disruption as a mindset	234
Case Study: <i>VISIBLE LINE</i>	235
7.3 Business to Consumer vs. Business to Mass	239
7.4 Alpha, a generation of creators.....	239
7.5 Going global through digital marketing.....	239
Case Study: <i>MIDAS GROUP</i>	242
7.6 Cross-cultural content	247
7.7 Differentiate in the post-pandemic market	247
7.8 The need for a digital marketing strategy	248
7.9 Enhancing offline promotion.....	249
Case Study: <i>DAWRATI ONLINE</i>	251
8. THE RISE OF AI-DRIVEN METAHUMANS	255
8.1 The Manufacturing of the "All-American" Breakfast.....	255
8.1.1 From Reality to Hyper-Reality	257
8.2 Superhuman AI: Foundation Models	259
8.2.1 AI Foundation Models	259
8.2.2 The limits of Foundation Models.....	266
8.2.3 Embedded Metahuman Recommenders: eCommerce	267
Case Study: <i>NEED CODE</i>	268
8.3 The Rise of AI-Driven Metahumans	272
8.3.1 Creating a human face	272
8.3.2 Fully Digital Metahumans	273
8.3.3 Digital Humans in the Workplace.....	273
8.3.4 A Metahuman Metaverse	274
8.4 Transhumanism, the next step?.....	274
8.4.1 Brain-Computer Interfaces.....	275
8.4.2 Genetic Engineering	275

8.4.3 A New Ideology	275
8.5 <i>A Path to Human-Centered AI</i>	276
8.5.1 Common-sense Principles	276
9. LEADING BY INNOVATION & DESIGN: STRATEGIES AND VALUE CREATION	278
<i>Case Study: COFFEE FACTORY & CO</i>	279
9.1 <i>Micro and Macro Impact of Design</i>	283
9.2 <i>Building an Innovative Enterprise: The Vision of Innovation</i>	284
9.2.1 The Vision of Innovation	285
<i>Case Study: FRAME PER SESOND (FPS)</i>	285
9.2.2 The VISION: Supporting the strategic innovation planning process	288
9.2.3 Defining the "Results" and managing Innovation planning	289
9.2.4 Innovation Capability Maturity MODEL: DESIGN and assessment Framework	289
9.2.5 The potential approach to establishing Innovation	291
9.2.6 The timing of innovative outputs	291
<i>Case Study: MATJARAK ACADEMY</i>	304
9.3 <i>Building an Innovation Conducive Culture</i>	291
9.3.1 Culture and Innovation	291
9.3.2 Innovation Models	292
9.3.3 Evolution of Innovation Models	292
9.3.4 The Culture Canvas	292
9.3.5 The Source of Innovation	292
9.3.6 The adoption of innovation	293
9.3.7 Socio-cultural determinants of innovation	293
<i>Case Study: UMNIAH COMPANY</i>	297
9.4 <i>Design and Innovation: The future trends</i>	301
9.4.1 Design to leverage on user-producers interaction	301
9.4.2 Design for disruption	302
9.4.3 User centred and Human factored design	303
9.5 <i>The emergence of Design Economy</i>	308
10. DESIGNING VALUE	309
10.1 <i>Design creates value</i>	309

10.2	<i>The HCD process</i>	311
10.2.1	Best practices for innovation	312
10.2.2	Hear phase	312
10.2.3	Create Phase	313
10.2.4	What is the value of design?	315
10.3	<i>The four mantras of good design</i>	316
10.4	<i>We Design perceived Value</i>	321
10.4.1	What does it mean to understand the customer?	321
10.5	<i>The Mental Model</i>	321
10.5.1	First dimension of perception: functional	322
10.5.2	Second dimension of perception: economic	323
10.5.3	Third dimension of perception: emotional	323
10.5.4	Fourth dimension of perception: aspirational	323
10.6	<i>Differentiation/relevance matrix</i>	324
10.6.1	The route to value	324
10.6.2	Starting the journey	325
10.7	<i>Key findings about Good Design</i>	328
11.	REMODELLING THE MARKETING RESEARCH	329
11.1	<i>Need for Marketing Research</i>	329
11.1.1	Without research, there is no way out!	330
	<i>Case Study: V BUSINESS CENTER</i>	331
11.2	<i>Purpose of Marketing Research</i>	334
11.3	<i>Research Process</i>	335
11.3.1	Research Purpose, Objectives and Rationale	335
11.3.2	Research Design	336
11.3.3	Sampling Plan	336
11.3.4	Data Collection	337
11.3.5	Data Processing and Analysis	337
11.3.6	Research Report and Presentation	338
11.3.7	Quality Assurance and Ethical Considerations	338
11.4	<i>Sources of Information</i>	339

11.5 <i>Qualitative Research</i>	340
11.5.1 <i>Types of Qualitative Research</i>	341
11.6 <i>Quantitative Research</i>	342
11.6.1 <i>Questionnaire Design</i>	343
11.7 <i>Informed Consent</i>	344
11.8 <i>Criteria for Good Research</i>	344
11.9 <i>Writing Research Proposal</i>	345
12. <i>BETTER WORLD THROUGH SOCIALPRENEURSHIP</i>	346
12.1 <i>The core of Socialpreneurship</i>	346
<i>Case Study: AL AMEED COFFEE CO.</i>	347
12.1.1 <i>Managing Socialpreneurship Programs</i>	352
<i>Case Study: SENSORIAL LIFE FOR EDUCATION</i>	353
12.2 <i>Pre-pandemic Business Outlook</i>	357
12.3 <i>Mutable Consumer Behaviour in Pre-pandemic World</i>	357
12.4 <i>The Socialpreneurship Guide to Sustainable Businesses</i>	359
12.5 <i>The Way Forward for Businesses</i>	360
13. <i>ADAPTIVE PUBLIC POLICY AND MARKETING DURING COVID-19</i>	361
13.1 <i>A Polysemic Perspective on the Labelling of Pandemics</i>	362
13.2 <i>Managing Collective Self-Esteem</i>	364
13.2.1 <i>Mismanaging Collective Self-Esteem</i>	366
13.3 <i>Rehumanization: Endnote</i>	368
14. <i>MARKETERS WITHOUT BORDERS</i>	369
14.1 <i>Marketers without Borders</i>	370
14.1.1 <i>Issues to be Resolved</i>	370
14.1.2 <i>Conclusion</i>	371
14.2 <i>After Covid, Will There be a New Normal?</i>	371
14.2.1 <i>The "Old Normal"</i>	371
14.2.2 <i>There are Many New Normals</i>	372
14.2.3 <i>Conclusion</i>	374
<i>Case Study: Credit Financier Invest (CFI)</i>	374

FROM HUMBLE BEGINNINGS	374
KYC: KNOW YOUR CUSTOMER	376
MARKETING THE BRAND, NOT THE BROKER	376
14.4 <i>EmPower Us!</i>	379
14.5 <i>The Consumer in the Age of Coronavirus</i>	380
14.5.1 Capitalism’s Dependence on Endless Consuming	380
14.5.2 The Growing Number of Anti-Consumerists	381
14.5.3 How Businesses Sustain the Consumer Sentiment.....	381
14.5.4 Capitalism Faces the COVID-19 Crisis	382
14.6 <i>Managing the Economy’s Return to Normal</i>	384
14.6.1 Reopening the Economy	384
14.6.2 Developments	385
14.6.3 How Long Will It Take For a Full Recovery	385
14.6.4 Conclusion	387
14.7 <i>One Group – Business Leaders - Can Help Save the Nation</i>	387
14.7.1 Business Leaders	387
14.7.2 What can a Company Gain by Supporting Better Societal Conditions?	389
14.7.3 Conclusion	390
14.8 <i>Future of Marketing</i>	391
14.8.1 The Post COVID Scenarios	391
14.8.2 How Business will look in Post COVID World	391
14.8.3 How Consumer will look in Post COVID World	392
14.8.4 How Business will look in Post COVID World	392
14.8.5 How Digital Marketing will look in Post COVID World	393
14.8.6 How Social Marketing will look in Post COVID World.....	394
14.8.7 How Advertising will look in Post COVID World.....	394
14.8.8 How Branding will look in Post COVID World	395
<i>Case Study: MEDLABS</i>	396
15. DIGITAL MARKETING TRENDS, CHALLENGES AND STRATEGIES: THE DIGITAL LANDSCAPE IN JORDAN	401
15.1 <i>The Digital Landscape In Jordan: An Overview</i>	401
15.1.1 Internet Penetration, Mobile Usage, and E-Government Initiatives	401

<i>15.2 Social media marketing in Jordan: Platforms, trends, and best practices</i>	402
15.2.1 Overview of Popular Social Media Platforms in Jordan.....	402
15.2.2 Demographic and Usage Statistics of Social Media in Jordan.....	403
15.2.3 Key Trends in Social Media Marketing in Jordan.....	404
15.2.4 Best Practices for Social Media Marketing in Jordan.....	404
<i>15.3 The Rise of Influencer Marketing</i>	405
<i>15.4 Understanding the market</i>	406
15.4.1 Demographic profile of Jordanian consumers.....	406
15.4.2 Digital Consumer Behavior.....	406
<i>15.5 Digital Marketing Personalization and Targeting strategies</i>	407
15.5.1 Importance of personalization and targeting strategies.....	407
15.5.2 Customer Segmentation: Understanding the consumer base.....	407
15.5.2 Data Collection and Analysis: Use of website analytics, social media insights, and customer surveys.....	408
<i>Case Study: MASTERY ACADEMY</i>	409
<i>15.6 Content Marketing Strategies</i>	415
15.6.1 Customizing Website and User Experience.....	415
15.6.2 Personalized Email Marketing.....	415
15.6.3 Social Media Personalization	415
15.6.4 Mobile Personalization	416
15.6.5 Customer Relationship Management (CRM).....	417
<i>15.7 Data Analytics and Measurement in Digital Marketing</i>	417
15.7.1 Privacy and Data Security.....	418
<i>15.8 Online Shopping in Jordan: The Emergence of a Digital Marketplace</i>	419
15.8.1 Overview of the Online Shopping Market in Jordan	419
15.8.2 Factors Driving the Growth of Online Shopping in Jordan	419
15.8.3 Popular E-commerce Platforms and Marketplaces in Jordan	420
15.8.4 Consumer Experience and Benefits of Online Shopping in Jordan.....	420
15.8.4 Challenges and Trust Factors	421
15.8.5 Impact of Online Shopping on Traditional Retail in Jordan	422
15.8.6 Government Regulations and Initiatives Supporting Online Shopping.....	422
15.8.7 Future Trends and Opportunities.....	424

15.9	<i>Transforming Bill Payments and Financial Management in Jordan</i>	425
15.9.1	eFAWATEER.com	425
15.9.2	CliQ	426
15.10	<i>The Metaverse Revolution in Jordan</i>	426
16.	ENTREPRENEURIAL MARKETING	428
16.1	<i>Navigating the New Age Business Landscape</i>	428
16.2	<i>The Essence of Entrepreneurial Marketing</i>	429
16.2.1.	Proactiveness	429
16.2.2.	Opportunity-driven	430
16.2.3.	Calculated Risk-taking	430
16.2.4.	Innovativeness	430
16.2.5.	Customer Intensity	431
16.2.6.	Resource Leveraging	431
16.2.7.	Value Creation	431
16.3	<i>Entrepreneurial Marketing in Startups vs. Established Enterprises</i>	432
16.4	<i>Strategies in Entrepreneurial Marketing</i>	433
16.4.1.	Guerilla Marketing	434
16.4.2.	Leveraging User-Generated Content	435
16.4.3.	Partnership and Collaboration	435
16.4.4.	Storytelling	436
16.4.5.	Crowdfunding	437
16.4.6.	Feedback Loops	437
16.4.7.	Ambush Marketing	438
16.4.8.	Value-Driven Marketing	439
16.5	<i>Opportunities in Entrepreneurial Marketing</i>	440
16.6	<i>Challenges in Entrepreneurial Marketing: Navigating the Complex Terrain of Modern Business</i>	449
	REFERENCES	452

PREFACE BY PHILIP KOTLER

My warm greetings to everyone reading “Essentials of Modern Marketing.” This book presents an up-to-date and insightful account of the working of modern marketing in today’s turbulent times.

This book is not only about marketing and selling a product or service. It is about finding and building a future using the new tools of modern marketing. I hope this book will be read by managers and employees at all levels as well as professors teaching management and marketing. It can produce a generation of students who care about humanity, innovation, society, and a better world through marketing.

This book can lead your company to discover new talents, capabilities, and opportunities. It deals with modern marketing in such a way that covers as few pages and is as accessible as possible, while communicating the fundamental, most important theoretical aspects and facilitating the transfer of this knowledge to real-life decision situations. It concentrates on the essential marketing know-how for both, practitioners, and students worldwide.

Most marketing textbooks deal exclusively with the operational aspect of marketing or the strategic part. This modern marketing book not only integrates all relevant aspects of marketing but also structures them in such a way, that both practitioners and students acquire a comprehensive and holistic overview, how it all fits together. This is achieved by the structure of the book which follows the marketing planning and decision-making process inside the enterprise.

Due to COVID-19 and other uncertainties, all industries and businesses are challenged. In addition, organizations and companies alike are having to deal with constant change and mega trends such as digitization and disruption which calls for continuous innovation and change and tough decisions on staffing, procurement, finance, and marketing. You need to think ahead on how to find new markets, create new marketing strategies, innovate new products, and build new partnerships.

Against this background, another unique feature of this book is that it touches base on very specific business-related topics such as Health Marketing, Disruptive Marketing, Negotiation in Marketing to provide a more holistic and comprehensive perspective on marketing management.

In this connection, the World Marketing Summit (WMS) is expanding to address the concerns of businesses all over the world with a new initiative, eWMS and our online version of our regular city located WMSs. We hope to educate, train, and stimulate marketing and business professionals around the world. WMS enjoys the support of its global and local partners.

Remember Peter Drucker’s emphasis on marketing and innovation as the fundamental crafts of a winning company. “When you’re disrupted, don’t give up. Never Stop!”

Philip Kotler

S. C. Johnson & Son Distinguished Professor of International Marketing at Northwestern University’s Kellogg School of Management Founder of WMS.

INTRODUCTION TO THE JORDAN EDITION

Books on marketing can inevitably be called into question as there are so many works on the subject. However, many of them are either too difficult to understand, too lengthy or not related to practical decision making. Against this background, the aim of this book is to deal with modern marketing in such a way that covers as few pages and is as accessible as possible, while communicating the fundamental, most important theoretical aspects and facilitating the transfer of this knowledge to real-life decision situations. It concentrates on the essential marketing know-how for both, practitioners, and students worldwide. The Jordan edition is packed with 33 market-specific success stories and examples.

TARGET AUDIENCE

This book is aimed at students, MBA/graduate students and advanced undergraduates who wish to go into business. It will provide the information, perspectives, and tools necessary to get the job done. Our aim is to enable them to make better marketing decisions.

A second audience for this book is the large group of practitioners who want to build on the existing skills and knowledge already possessed.

A final target audience is the large group of students of marketing who want to effectively prepare for an examination and pass a test or the final exam.

READING AND LEARNING OUTCOMES

Having read this book:

- You will have a basic understanding of modern marketing and the process of marketing management.
- You will know the most important marketing tools and how they interact.
- You can develop your own marketing strategy.

UNIQUE FEATURE OF THIS BOOK

Most introductory texts deal solely with the operational aspect of marketing or the strategic part. This modern marketing text not only integrates all relevant aspects of marketing but also structures them in such a way, that both practitioners and students acquire a comprehensive and holistic overview, how it all fits together. This is achieved by the structure of the book which follows the marketing planning and decision-making process inside the company. Consequently, the book has a clear structure according to the marketing planning process of the firm (Figure 1).

CASE STUDY INDEX

A

Abdullah Sakkijha; 253
Aischa; 158
Alameed; 347
Aljdwa; 11
Arabiaweather; 90
Astrolabe; 218

C

CFI; 374
Coffee Factory; 279

D

Dawrati; 251

E

Eisberg; 181

F

FPS; 285

G

GiG Group; 104

H

H2 academy; 100
Harmonizing Business; 45

J

Jabri; 203
Jaketah; 112

K

Kaboly; 76
Kitco; 209

M

Mastery Academy; 409
Matjarak; 304
Media Factory; 194
Medlabs; 396
Midas; 242
Mobeasy; 34

N

Nabil; 128
Need Code; 268

R

Ranwa; 135

S

Sensorial life; 353
Shalati; 59

T

Talal Abu-Ghazaleh; 5

U

Umniah; 297

V

VBC; 331
Visible Line; 235

KOTLER-1 & PARTNERS, ZIDAN

ESSENTIALS OF MODERN MARKETING

JORDAN EDITION

“Learning the art of marketing makes every project innovative.”

DR.TALAL ABU GHAZALEH

“Essential for practitioners and students for success in business, especially in Jordan”

MOHAMMED AL-SHAKER, CEO ARABIAWEATHER



PHILIP KOTLER

FATHER OF MODERN MARKETING

Founder of the World Marketing Summit Group.



SADIA KIBRIA

“THIS BOOK IS OUR TRIBUTE TO PROF. PHILIP KOTLER, THE FATHER OF MODERN MARKETING.”

CEO of the World Marketing Summit Group.



THABIT HEJAZI

TECHNOLOGY-DRIVEN INNOVATION SHAPING THE FUTURE OF MODERN MARKETING.

Co-founder & CEO of Mastery Academy

PUBLISHED BY

