

Advance Information Sheet

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The Marketing Manifesto

Author:

David James Hood

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www.themarketingmanifesto.com

Description

The Marketing Manifesto is the culmination of a forensic examination of both longstanding and current problems associated with being a professional Marketer; although marketing is a well-used and pervasive term, its actual practice and understanding is lacking robustness and many key elements that other professions enjoy. Additionally, there are many core problems and unrealised opportunities that Marketers and marketing have not addressed nor realised, and The Marketing Manifesto sets out to provide Leadership to a challenging and important profession.

Selling Point / Key Points of Interest

- Sold through the associated MyMarketingLife™ and Viadeo business networks (32,000 and over 9 million subscribers respectively); further promotional and social viral campaigns in the UK to broaden and include many more
- There are said to be around 545,000 people in marketing related jobs in the UK alone (*Source: the Marketing and Sales Standards Setting Body, UK*)
- A key contribution to the profession – addressing real problems and challenges for the Marketer (and not adding to them) and offering a powerful way to open up to new opportunities and realising what every Marketer aspires for their organisation and their own role
- It is very much positioned as providing the answer to a mystery – a ‘Da Vinci Code for Marketers’ as it were
- Evidenced by a deeper understanding and identification of the core challenges that underpin poor performance for the individual Marketer, the profession and the organisation
- The Author has twenty years experience at top-flight level and was an early innovator in modern marketing and a previous Chair of the Chartered Institute of Marketing’s Technology group, presiding over its rise and influence as a major organisation, growing it to 70,000 members

- The theme, thrust and uncovered enigmas resonate with its key Readership audience – it is *their* world, from *their* perspective, yet although the knowledge conferred is new to them, it is firmly based on their everyday challenges. Each will see themselves in every chapter (or mini-Manifesto as they are referred to); this book is evidenced right back to the Marketer’s own intuition and through unique sensing methodologies
- **Uniquely**, it actually tells the Reader **HOW to undertake the necessary changes**

Readership

The professional **Marketer**; those actively working in a marketing role; **Management** with commercial responsibilities to improve marketing, business and income development and **Senior Board-level Directors** with an eye on improving their organisation’s competitive advantage.

Options

- Sponsorship Package available – the book can be updated to accommodate a Sponsor and may be updated at any time accordingly
- A package can include promotion within the MyMarketingLife community
- Opportunities to align with the Professional Marketer and be seen to support them and get seen by them, in the own professional community
- Opportunities to share in Launch activities, including a number of online virtual conferences and broadcasts throughout 2010

Chapter Summary

(The 15 Manifestos)

1. The Future of Marketing
2. What the Hell is a Marketer?
3. Marketing Futurecast™
4. Marketing Recruitment and Resourcing
5. Marketers, Finance and Accountants Unite!
6. Are we Really Customer or Market Centric?
7. Marketing Misanthropy
8. The Problem with Marketing is the Repugnant Word!
9. The Marketing and Sales Standards
10. Rehumanisation – Humanity Strikes Back!
11. Digital Fortress: Permission-based Marketing
12. Preparing, Predicting, and Performing Campaigns
13. Integrating Marketing into an Invigorated Corporate Governance
14. Corporate Mergers, Acquisitions, and Turnarounds: where the hell is Marketing?
15. Marketing Leadership: it is time to step up to the mark

ACTION: Where do we go from here?

Worksheets / Resources / Authors Bio

Publication / Launch Information

This is being managed through a dedicated Twitter site and through the MyMarketingLife professional Marketer community. To keep abreast of developments, please email the publisher and follow on Twitter:

www.twitter.com/themmanifesto

www.mymarketinglife.com

Images of the Author and the Book are available upon request

Foreword

David is very enthusiastic about changing the face of Marketing ... as we know it! He is also very knowledgeable about the societal, industry and technological trends and key factors that will impinge a tremendous degree of change in the way companies perform their marketing function. The plethora of the new marketing manifesto is vast and challenging! From re-humanisation and marketing futurecast to marketing misanthropy and repugnance...! David's book brings a 'breath of fresh air' to a beneficial structure of marketing thinking that has evolved very little since its inception as a management discipline.

David's inquisitive mind percolates throughout the text. Many challenging questions are raised and visionary, positive insights are brought forward. The methodological reasoning based on market sensing is patently visible. The priority challenges and opportunities for marketing are encapsulated in the mini-manifestos. After the market sensing stage, David reinforces the 'what' and the 'how' to change.

The book contains very strong statements, which call for a concentrated analytical discussion and reasoning. David's discourse builds up on dissecting contradictions, oxymorons and theoretical constructs that are proved to be facing a "vacuum"... David does this very well by testing assumptions and propositions. The text is full of self-reflection passages and action hints.

His incitement to bravery is also to be commended. David questions the very essence of the profession. The phraseology is great, for example, 'tactical automatons'. David underpins contradictions and confronts established beliefs. He has refreshing ideas about process based Marketing Management (PBM2).

The content of the book is well absorbed thanks to its reader friendly format. I am very pleased that David has dedicated one Manifesto to Marketing Futurecast. The concept of Marketing as a consumer agency is visible throughout the text. The prose of ideology flows like a system of signs that are designed to transform the readers mind. I applaud David's strong statements about corporate misalignment and the no-change/no-future driven marketing recruitment. "Playing Safe" is definitely not an attitude that David Hood cherishes!

A lot of thought experimentation is distilled when unfolding each manifesto. The systematic approach of an organisation is also another dominant. Human sensing is another constant. The author dissects well the core principles of consumer centricity. The diagnosis of Marketing Misanthropy (Manifesto 7) is profound and totally accurate.

Clearly, the collection of Hood's Manifestos are leading towards the vision of Common Sense Marketing (CSM)! The critical fabric and make-up of Marketing has to be altered, and this is the essential element, but its terminology and symbology probably has to be changed as well. The text is also replenished with vibrant proverbs and sayings, which instinctively substantiate the imparting of the axioms, or postulates to the reader.

It has been fifty years since the inception of Marketing as a Management discipline; the philosophy, practice and the professional needs this new Marketing Manifesto. The stance of humanity, human-to-human interaction, and human-to-human dialogue have many implications for managing a company's landscape.

The book is full of relevant, challenging and mind-stretching propositions. It is a very thought provoking test designed to alter cognition and behaviour! Consumer-generated marketing (CGM) and Proscription are also important markers within the structural reasoning.

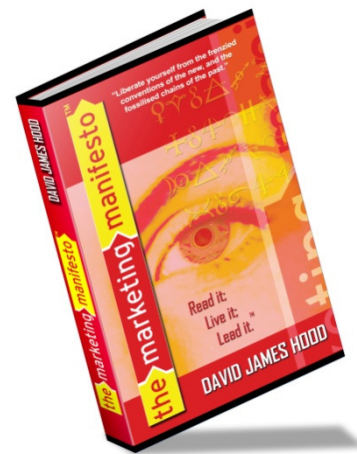
David also adopts a comical and self-critiquing stance to illustrate the current state of thinking (e.g., the 17 P's)...the sum of exposed marketing "peccadilloes" is coherent. This book requires the reader to display some mental agility! This book is not for the faint of heart! David's book will make a contribution to the much-needed shake-up and turnaround of marketing thinking. It is not only the change that is important, but also what lies behind the change.

The intertwining of ideas and cross-fertilization of concepts between Manifestos is a major reinforcer for radical thinking. As David says your choice! David unfolds many Marketing paradoxes and oxymorons. This book reflects that evolutionary marketing is here to stay. Philosophical insights and "mind-stretching" provocations – they are the focus of this text.

Ponder and change!!

Luiz Moutinho (Professor)
Foundation Chair of Marketing
University of Glasgow

The Author



David James Hood is an experienced and leading Marketer, grounding his career and approach to business in Life Sciences, Electronics, Specialist Engineering and Environmental Science before moving on to the 'more ethereal' areas of product and marketing management and the related area of strategic improvement of competitiveness.

He is currently the CEO and 'Concepteur' of the specialist marketing intellectual property, capital and asset creation and development company *Marketing Sans Frontières*. He was an early innovator in modern digital and technology-led marketing and has served on the UK's *Marketing and Sales Standards Setting Body*, the manufacturing group *CompetitiveScotland* and is a Guest Lecturer at the University of Glasgow. He was in demand as a Speaker during the dotcom and e-everything bubble, and saw that the marketing world was wanting And stepped up to the mark.

It was during his term as Chair of the Chartered Institute of Marketing's Technology group that he clearly saw some imperfections in marketing, and took up the challenge to help make marketing both an art *and* a science. Practices fell way short of the Marketers' aspirations bedevilled the profession and he set out to do something about them.

At the time of publication, David is leading the online professional marketer community *MyMarketingLife™* and is dedicated to providing new mechanisms and processes for sensing and serving the Marketer – to bring forward new knowledge, products and services that are *evidentially* required by the Marketer and are *critical* to their personal and corporate success.

David has a postgraduate diploma in International Marketing and a postgraduate diploma in Enterprise Development; he is passionate about Scottish history, music and politics, anything French, and the interdependent business and societal activities between people and organisations.

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