



Marketing Imagination

Theodore Levitt

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Since its publication in 1983, *The Marketing Imagination* has been widely praised as the classic, all-inclusive "Levitt on Marketing." Now Theodore Levitt -- renowned as the Harvard Business School's "guru of marketing" -- has newly expanded his original work to recap the developing globalization debate and to respond to his critics. He has also added his famed McKinsey Award-winning essay "Marketing Myopia," and included detailed accounts of how to maximize the product life cycle and achieve the delicate balance between innovation and imitation. As before, this new edition of *The Marketing Imagination* shows Levitt at his best -- sharp, knowledgeable, erudite, and, yes, as imaginative as ever.

Marketing Imagination Details

Date : Published April 21st 1986 by Free Press (first published 1983)

ISBN : 9780029190906

Author : Theodore Levitt

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From Reader Review Marketing Imagination for online ebook

David Mayes says

This book became a bible among our marketing group, populated with Harvard MBA's who had taken Levitt's classes. Not a stuffy academic treatise, Levitt's points and concepts applied perfectly to our marketing challenges.

Gerry Czerak says

An oldie but still a goodie from the Harvard Business School professor who covers all the basics for service marketers, including the explanation of "marketing myopia." An easy read, too.

Steven Howard says

Still one of the best marketing books ever. Hard to believe 2013 will be the 30th anniversary of this classic overview of marketing.

Bob Hogg says

Good to read this again - goes to show that the fundamentals of marketing don't change over the years, only the tools we use to implement those fundamentals change!

Geoffrey Anderson says

An essential read for anyone in product (product management or product marketing), or in technical marketing. While this was last updated in 1986, the lessons Ted lays out are as relevant today as when he first wrote them.

I originally bought this book a long time ago, and had read parts as needed in my job, but this time i read it cover to cover. Both are valid uses for the book, and the concepts are still applicable.

Jennifer (JC-S) says

Marketing in a global economy

Why on earth am I publishing a review on a twenty year old book and attempting to draw a connection to the current world finacuikal crisis? Have I completely lost the plot? Well, it is entirely possible.

But I don't think so/ One of the very great values of each of Professor's contributions in this field is that he has a capacity to clearly articulate lucid positions which can be seen to have a far broader application. Now, if you darfe, read on and consider whether you might wiish to agree with me. Or perhaps debate me. Either will be welcomed

I recently had a need to revisit this book which has been a very valuable resident of my professional bookshelf since July 1997. So why am I choosing to review it now?

Simply stated, and in my view, the current world economic situation requires economies and polities to consider strategic marketing issues more thoroughly. The current reactive responses around the world to a growing global economic crisis may or may not prove to be effective in the short to medium term. I readily confess to being as yet unconvinced by this.

But to address the underlying issues requires a fundamental assessment of a series of contributing factors. Some of those factors are more technical economic issues: including a need to fundamentally reform and regulate (or re-regulate in some cases) aspects of financial accountability and responsibility and there are certainly some encouraging signs in that area.

But what, you may ask, does this have to do with marketing? And why am I recommending a book written by Theodore Levitt over 20 years ago? My work, reading and reflecting over the past twenty years leads me to conclude that Professor Levitt has identified, in his essays, a number of issues that are as relevant to global financial markets as they are to marketing other goods and services. That viable answers to many of the issues (in both areas as well as in many others) requires strategic and lateral thinking about objectives, consequences, impacts and potential risks.

This may be an 'old' book but it is not dated. That is why it remains on my professional bookshelf, and why I refer to it often.

Sound, well-articulated principles always have many potential applications.

Jennifer Cameron-Smith

David Musgraves says

Pretty good, although lacking in some of the practical detail I was looking for. It may be that this book is better or more useful to someone already in marketing who is looking to refine their thinking, rather than to someone like myself who is a generalist looking to get a good immersion in marketing.

Gene says

an older text so lots of the references are amusingly old school but some are presciently relevant.

Lori Grant says

A should-read book on marketing for the knowledge worker, manager, executive, or entrepreneur.

Bob says

Required reading for first-year MBA course in Marketing at Graduate School of Industrial Administration, Carnegie Mellon University, Spring 1981.

Pugal Panneerselvam says

very insightful information in "Marketing Myopia", "Exploiting the product life cycle" & "Innovation Imitation" chapters.
