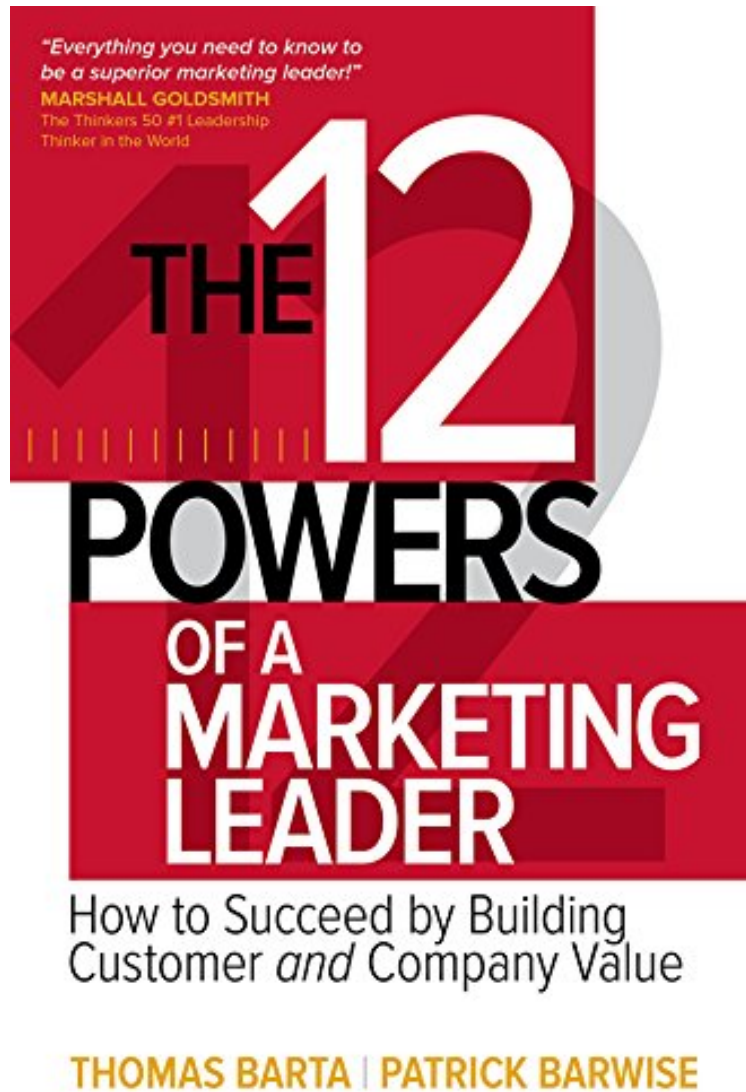


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# The 12 Powers of a Marketing Leader: How to Succeed by Building Customer and Company Value: How to Succeed by Building Customer and Company Value (Business Books)

Thomas Barta, Patrick Barwise

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1 of 1 people found the following review helpful. How to get buy-in for marketing transformation. By Douglas N. Burdett [[VIDEOID:5f3a1b28c9900c15779aae2721d48678]] Hi Irsquo;m Douglas Burdett, host of The Marketing Book Podcast and Irsquo;d like to tell you about the book "The 12 Powers of a Marketing Leader: How to Succeed by Building Customer and Company Value" by Thomas Barta and Patrick Barwise. OK, so if you work in marketing or work with someone who works in marketing, itrsquo;s probably no surprise that marketing has changed a lot in the last few years. In fact, not too long ago Adobe did a study that found that seventy-six percent of marketers think marketing has changed more in the past two years than the past 50. So what are successful marketers doing these days? Thatrsquo;s what the authors wanted to find out when they fielded the largest ever research study of its kind. The study included over 1,000 surveys of senior marketers, 67,000 surveys of marketersrsquo; bosses, co-workers and direct reports, and over 100 interviews with CMOs and CEOs. What they found is that most marketers are pretty good at doing marketing but not good at leading marketing. And that gap makes all the difference ndash; but it can be bridged. Basically, marketers would better serve their customers, their companies, and themselves by developing their broader business and leadership skills to complement their technical marketing skills. The book then spells out how to do that. Some of the most interesting insights that the book reveals include: Marketers arenrsquo;t happy with their limited influence and career success ndash; and their bosses agree, leadership skills matter more than technical marketing skills, and successful marketers align customer needs with company needs. Marketers are masters of fulfilling customer needs, but often fail to understand what matters most to the CEO. The most effective and successful ones help the company maximize what the authors call the ldquo;Value Creation Zonerndquo; ndash; the crucial overlap between what the customer wants and what the company wants. Marketing leadership skills differ from generic leadership skills. And almost any marketer can become an effective marketing leader. If you want to learn how to better mobilize your boss, your colleagues, your team and yourself and become a much happier, more successful marketer, this is your book. And to listen to an interview with Thomas Barta about "The 12 Powers of a Marketing Leader", visit MarketingBookPodcast.com

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**WHAT MAKES AN EFFECTIVE AND SUCCESSFUL MARKETING LEADER?** The 12 Powers of a Marketing Leader, by former McKinsey Partner Thomas Barta and senior London Business School professor Patrick Barwise, is the first research-based leadership book for marketers in the 21st century. Based on the largest ever research study of its kind, with detailed data on over 8,600 leaders in more than 170 countries, this game-changing book identifies 12 specific behaviors--or Powers--that drive marketers' business impact and career success. Reading it, yoursquo;ll learn how to: **bull; MOBILIZE YOUR BOSS:** Make an impact at the highest level and align marketing with the company's priorities. **bull; MOBILIZE YOUR COLLEAGUES:** Inspire and motivate your non-marketing colleagues to deliver a great customer experience. **bull; MOBILIZE YOUR TEAM:** Build and align a winning marketing team. **bull; MOBILIZE YOURSELF:** Focus on goals that will benefit your customers, your company and yourself, by meeting your own needs and ambitions. By zeroing in on the value creation zone ("V-Zone")--the all-important overlap between your company's and customers' needs--yoursquo;ll be able to help the business win in the market--and achieve your career goals. **Warning:** This is not a marketing book. Itrsquo;s a leadership book for marketers, using the latest research on what works--and what doesnrsquo;t--in marketing's digital age. **BONUS:** Receive full access to an online self-assessment tool and other marketing leadership resources.

From the Back Coverldquo;Align your customersrsquo;s needs with your companyrsquo;s process and yoursquo;ll find yourself creating or leading a market sector. The 12 Powers of a Marketing Leader shows you how! Barta and Barwise have conducted critical primary research to produce an astounding new framework that will change the way you market your company and meet your customersrsquo; needs! The framework, derived from comprehensive new research, offers everything you need to know to be a superior market leader! Thank you, Barta and Barwise, for sharing your secrets to success!rdquo;Marshall Goldsmith, The Thinkers 50 #1 Leadership Thinker in the Worldldquo;This is the book wersquo;ve all been waiting for. A masterful dissection of what it really takes to lead marketing, written in a pragmatic, compelling way that everyone can use to grow their business and further their career. In a world where the fundamen- tals of marketing are being challenged daily by technology, it provides a roadmap for how to lead, despite the rapidly changing context. The 12 principles identify what really matters with insight and wisdom.rdquo;Syl Saller, Global CMO, Diageo, Marketing Society Leader of the Year 2015ldquo;A must-read for every present and future CMO who cares about making a difference.rdquo;Seth Godin, author of All Marketers Are Liarsldquo;Barta and Barwise show in this thoughtful book how, by realigning their role, marketers can contribute significantly more both to their companiesrsquo; success and to their own career paths. Research-based, but

brought to life by human beings.” Sir Martin Sorrell, founder and CEO, WPP “A persuasive and well-researched perspective on the opportunities open to marketers to lead for change, both inside their organizations and outside. Important reading for anyone wishing to flourish in this most exciting and dynamic field of corporate life.” Paul Polman, CEO, Unilever “Stuffed full of sound analysis, crucial career advice, and fascinating case studies this is an effortless must-read for the ambitious marketer.” Gavin Patterson, CEO, BT “The 12 Powers of a Marketing Leader offers a specific and practical path for CMOs to become leaders in their organizations. An essential read for any marketing professional looking to take the next step in his or her career.” Dominic Barton, global managing director, McKinsey Company “I’ve always been convinced that marketing leaders need unique skills to be effective and make the greatest difference. Hurrah for Barta and Barwise who have quantified great marketing leadership and show some great, simple, and clear ways for achieving it. This is a hugely valuable, numbers-based book of practical advice. I only wish I had been able to read it a good few years ago!” Amanda Mackenzie, global CMO, Aviva “Marketing is key to an organization’s success and The 12 Powers of a Marketing Leader provides the essential leadership playbook for the CMO of the future.” Jim Stengel, former global marketing officer, Procter & Gamble “The 12 Powers of a Marketing Leader singles out the number one factor for CMO success: leadership! Packed with research-based insights and enlightening stories, it’s the leadership book for twenty-first-century marketers.” Katie Vanneck-Smith, chief customer officer, Global Managing Director International, Dow Jones “This research-based, yet superbly practical book provides immediate and actionable insights on one of the most challenging boundaries to span—the one between corporate goals and customers. I encourage you to read this book and get into the ‘V-Zone!’” Chris Ernst, PhD, author of Boundary Spanning Leadership, global head, Learning, Leadership Organization Development, Bill & Melinda Gates Foundation “The 12 Powers of a Marketing Leader is a must-read for any marketing leader, with a clear blueprint that will take any marketer’s career to the next level and far beyond. Barta and Barwise have written a highly accessible book that’s engaging, informative, and motivating!” Barbara Messing, CMO, TripAdvisor “Barta and Barwise have a unique ability to find and illuminate the essential in marketing. The 12 Powers of a Marketing Leader offers invaluable insights and advice on a blindingly important but rarely talked about marketing topic: how to achieve marketing success within the organization. It will help any marketer become a true marketing leader.” Kevin Lane Keller, E.B. Osborn Professor of Marketing, Tuck School of Business “A truly insightful guide to how good marketing executives can become outstanding leaders and enhance the value of marketing within their organizations.” Joan Kaloustian, managing director Corporate Marketing, MUFG Union Bank “Here, at last, is the must-read book for marketers. If you have a cause to promote, an ambition to lead, and a desire to perform on the main stage, not from the wings, pursue the practical guidance in these pages and a permanent seat at the top table, if not at its head, will be yours.” Richard Hytner, author, Consiglieri: Leading from the Shadows, founder, beta baboon, former DY Chairman, Saatchi Saatchi Worldwide “Barta and Barwise lay out a clear and compelling roadmap for helping marketing practitioners become high-impact enterprise leaders. Their success model is deeply grounded in data and experience and provides a framework that works within the ever-changing world of modern marketing.” Peter Horst, CMO, The Hershey Company “This book rejects the ‘one leader fits anywhere’ mentality, and makes a powerful case that leadership practices are ideally tailored to a specific functional area such as marketing. By meshing relevant research along with personal experience, the authors also make a compelling and incisive argument that leading a group of marketing professionals differs dramatically from being a consummate practitioner.” Jack Zenger, CEO of Zenger Folkman and best-selling co-author of The Extraordinary Leader “The first evidence-based toolset to lead marketing.” A must-read for anyone who is serious about leading—not just doing marketing.” Bernie Jaworski, Drucker Chair in Management and the Liberal Arts, Drucker School of Management “Great marketing leadership is a vital part of driving business growth. This book gets under the skin of what makes a great marketing leader with vital, practical lessons which can be applied to help anyone focus toward future career success.” Peter Markey, CMO, Post Office “The world needed a book that could show the power of combining leadership and marketing skills. This might just become the ‘bible’ for marketing leaders.” Sherilyn Shackell, founder CEO of The Marketing Academy About the Author Thomas Barta, a former McKinsey Partner with over 20 years of marketing experience, is fast becoming the global go-to expert on marketing leadership. He speaks, writes, consults, and conducts leadership research worldwide. Patrick Barwise is Emeritus Professor of Management and Marketing at London Business School, a prize-winning author, and an expert on customer focus, innovation, and marketing.