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Marketing Growth Consultant. Helping small and medium sized companies to grow using business process optimisation and strategic digital marketing plans. There comes a time in the life cycle of every business that requires a big step to get to level up. At this point, many small to medium sized business owners are unsure how to take that next step. Perhaps you know marketing works, but don't have a background in marketing or you might be so busy working on your business that you just don ...

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Theodore Levitt. Theodore Levitt (March 1, 1925, – June 28, 2006) was a German American economist and a professor at the Harvard Business School. He was editor of the Harvard Business Review, noted for increasing the Review's circulation and popularizing the term globalization. In 1983, he proposed a definition for corporate purpose: "Rather than merely making money, it is to create and keep a customer".

Theodore Levitt - Wikipedia

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"Marketing Myopia" is the quintessential big hit HBR piece. In it, Theodore Levitt, who was then a lecturer in business administration at the Harvard Business School, introduced the famous question, "What business are you really in?" and with it the claim that, had railroad executives seen themselves as being in the transportation

BEST-OF-HBR-1960-Sustained-growth-depends-on-how-broadly

Marketing Myopia. Excerpted from July–August 1960. Every major industry was once a growth industry. But some that are now riding a wave of growth enthusiasm are very much in the shadow of decline.

What Business Are You In? - Classic Advice from Theodore Levitt

A seminal book that I read exactly forty years ago – in 1978: Marketing for Business Growth, by Theodore Levitt (Levitt died in 2006, and his book was first published in 1969 under the title, The Marketing Mode).

Marketing for Business Growth - Forty Years on - CustomerThink

Guru Theodore Levitt. Feb 27th 2009. Born in Germany where his father was a cobbler, Theodore (usually known as Ted) Levitt (1925-2006) emigrated to the United States with his parents at the age ...