

## The NEW KOTLER

### **Phil Kotler and Waldemar Pfoertsch demonstrate in a new book how important B2B brand management is and how to implement it successfully**

As products become increasingly similar, companies are turning to branding as a way to create a preference for their offerings. Branding has been the essential factor in the success of well-known consumer goods such as Coca Cola, McDonald's, Kodak, and Mercedes. In fact, these brands are worth many times more than the book value of the property used to make these brands.

Now it is time for more industrial companies to start using branding in a sophisticated way for improving business-to-business (B2B) relationships. Some industrial companies have led the way... Boeing, Caterpillar, DuPont, General Electric, Siemens, but they must understand that branding goes far beyond building names for a set of offerings. Branding is about promising that the company's offering will create and deliver a certain level of performance. The promise behind the brand becomes the motivating force for all the activities of the company and its partners. Thus, if Motorola promises six sigma quality, then everyone at Motorola must be driven to create and deliver this level of performance.

Branding is the road that a company must travel to define what it wants to be excellent at and how its offerings differ from competitors. Branding is the outward expression of the company's earlier decisions on positioning its products and articulating its value propositions to buyers. When branding works, sales people, already well-known and respected, enter the offices of customers who are ready to listen and buy.

**B2B Brand Management** probes deeply into the art and science of branding industrial products, providing the concepts, the theory, and dozens of cases illustrating the successful branding of industrial goods. With examples of B2B branding success stories in such international companies as Cemex, FedEx, Lanxess, Lenovo, IBM, Samsung, Siemens and Tata Steel, authors Kotler and Pfoertsch show that brands and brand management have spread far beyond the traditional view of consumer goods marketers. In fact, brands are increasingly important for companies in almost every industry. Business customers for just about everything from specialty steel to software face an overwhelming number of potential suppliers. Establishing a brand is the only way to stay ahead of the competition.

This first comprehensive book on B2B brand management provides even the most experienced business manager with a new way of looking at B2B branding. In chapters such as "Branding Dimensions," "Acceleration through Branding" and "Beware of Branding Pitfalls," Kotler and Pfoertsch provide best practices and hands-on advice on how a company can learn to become brand-driven and more successful. They explain that building and championing strong brands is not just the marketing department's job - everyone must be involved, starting with the CEO. The essence of the book is to infect B2B companies with the branding virus.

## About Philip Kotler

Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing at Kellogg School of Management, Northwestern University, was named one of the most influential marketing gurus by Suntop Media, a media content, concepts and consulting company.

Kotler ranked 10th in the "Thinkers 50 Survey," which aimed to establish the visionaries who had the greatest influence on management from the boardroom to the shop floor. Upon learning of this latest honor, Kotler noted that his aim over the last 30 years "has been to promote marketing as a science and to explain how the marketplace really works by giving real-life texture to the theories of economists." That these ideas are now widely accepted by business leaders is gratifying, said the Kellogg professor.

Kotler, who has taught at Kellogg since 1962 and held numerous posts in the marketing department, was honored to be mentioned alongside the century's paramount business thinkers. "Up to now, I have been pleased to be included in virtually every book describing management gurus and their contributions to management theory and practice," said Kotler. No one, he noted, ever previously dared to compile such a ranking.

Philip Kotler is called "the world's foremost expert on the strategic practice of marketing." Kotler is also the author of what is widely recognized as the most authoritative textbook on marketing, "Marketing Management." He has consulted for such companies as IBM, General Electric, and Honeywell.

## About Waldemar Pfoertsch

Waldemar Pfoertsch is Professor for International Business at Pforzheim University in Germany, and a visiting professor at Illinois Institute of Technology, Chicago. He has also taught at Kellogg School of Management, Northwestern University, University of Illinois at Chicago and University of Cooperative Education Villingen-Schwenningen. He vitalized the B2B branding issues worldwide and introduced the theoretical concepts for Ingredient Branding to the business community.

Pfoertsch has worked in various capacities for Siemens, Arthur Andersen, LEK and the United Nations Industrial Development Organization and has published many books and articles on marketing and international management issues. In addition to consulting for large companies such as Bayer, DaimlerChrysler, Hewlett Packard, and IBM, he has assisted many small and medium size companies in industrial markets. He is on the advisory boards of various companies and non-profit organizations.

Philip Kotler, Waldemar Pfoertsch

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