

Peter Drucker, **The Grandfather of Modern** **Marketing**



- **Presentation by Philip Kotler**
 - **Drucker Celebration**
 - **November 20, 2009**
 - **Vienna**

Peter Drucker and Marketing

- **How I met Peter.**
 - **A phone call from Peter.**
 - **Visiting Peter's art collection at Claremont College.**
 - **Visiting Peter and Doris at home.**
- **Going to meetings at the Drucker Institute.**
- **What I learned about marketing from Peter.**
- **How is marketing evolving?**

Peter's Teachings in Marketing

"The purpose of a business is to create a customer."

"Business has only two functions -- marketing and innovation. All the rest are costs."

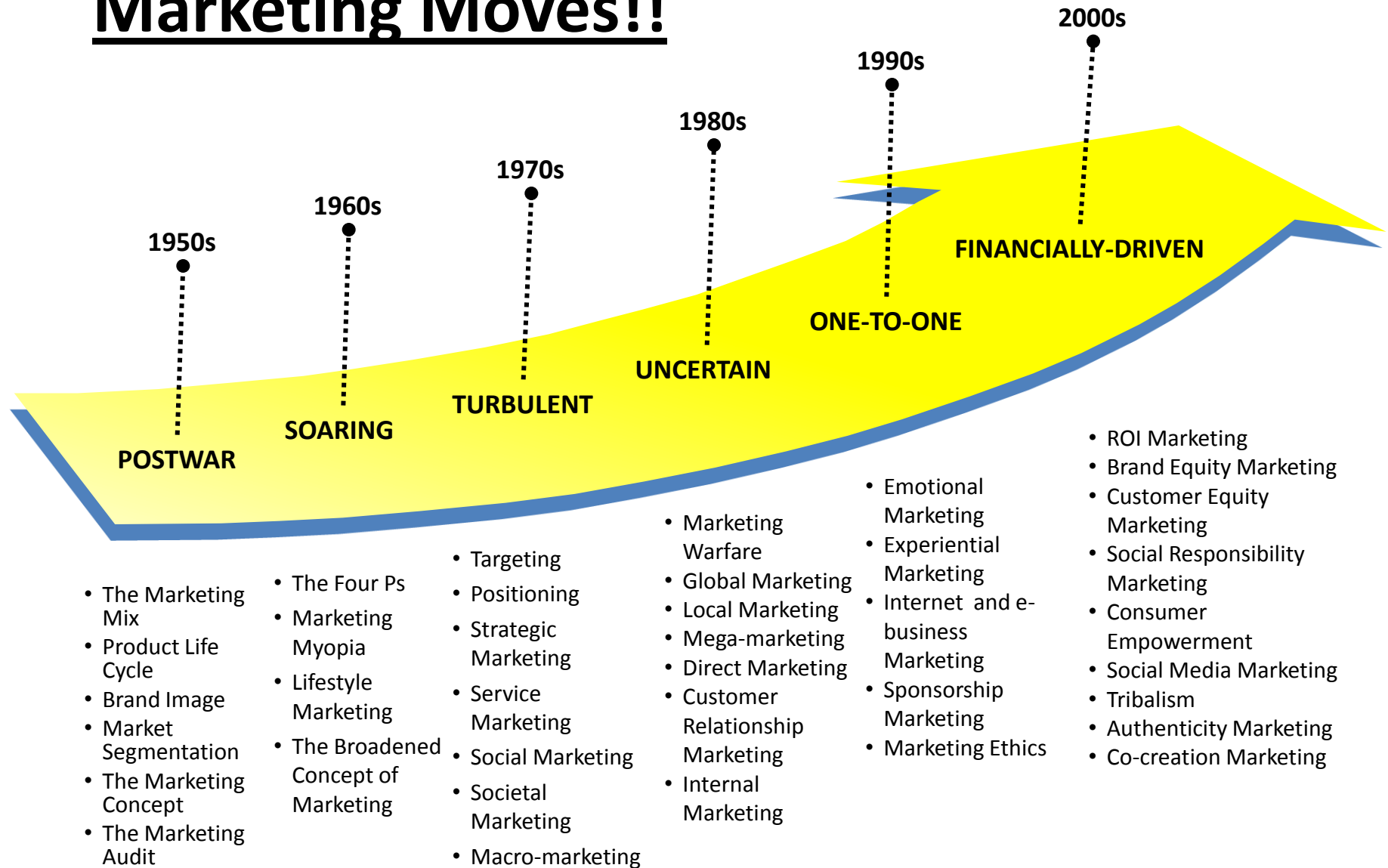
"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

"The aim of marketing is to make selling unnecessary."

"The best way to predict the future is to create it."

"The entrepreneur always searches for change, responds to it, and exploits it as an opportunity."

Marketing Moves!!



Source: Philip Kotler

Are You Using the New Media?

Traditional Media

- **Face-to-face sales calls**
- **Writing**
- **Leaflets and posters**
- **Billboards**
- **Newspapers**
- **Magazines**
- **Direct mail and catalogs**
- **Telephone**
- **Radio**
- **TV**
- **Film**
- **Sponsorships**
- **Street level promotion**
- **Festivals**
- **Trade fairs**
- **Product placement**

Digital Media

- **Websites**
- **Email**
- **Banners and pop-ups**
- **Webcasts**
- **Blogs**
- **Podcasts**
- **Videocasts**
- **Mobile marketing**
- **Social network sites**
- **Stimulated buzz**

Digital inhabitants, digital natives, and mentoring.


























































Using Marketing Automation and Measuring Results

- Predictive analytics
- Marketing metrics and ROI
- Marketing models
- Sales automation
- Marketing automation
- Marketing dashboards

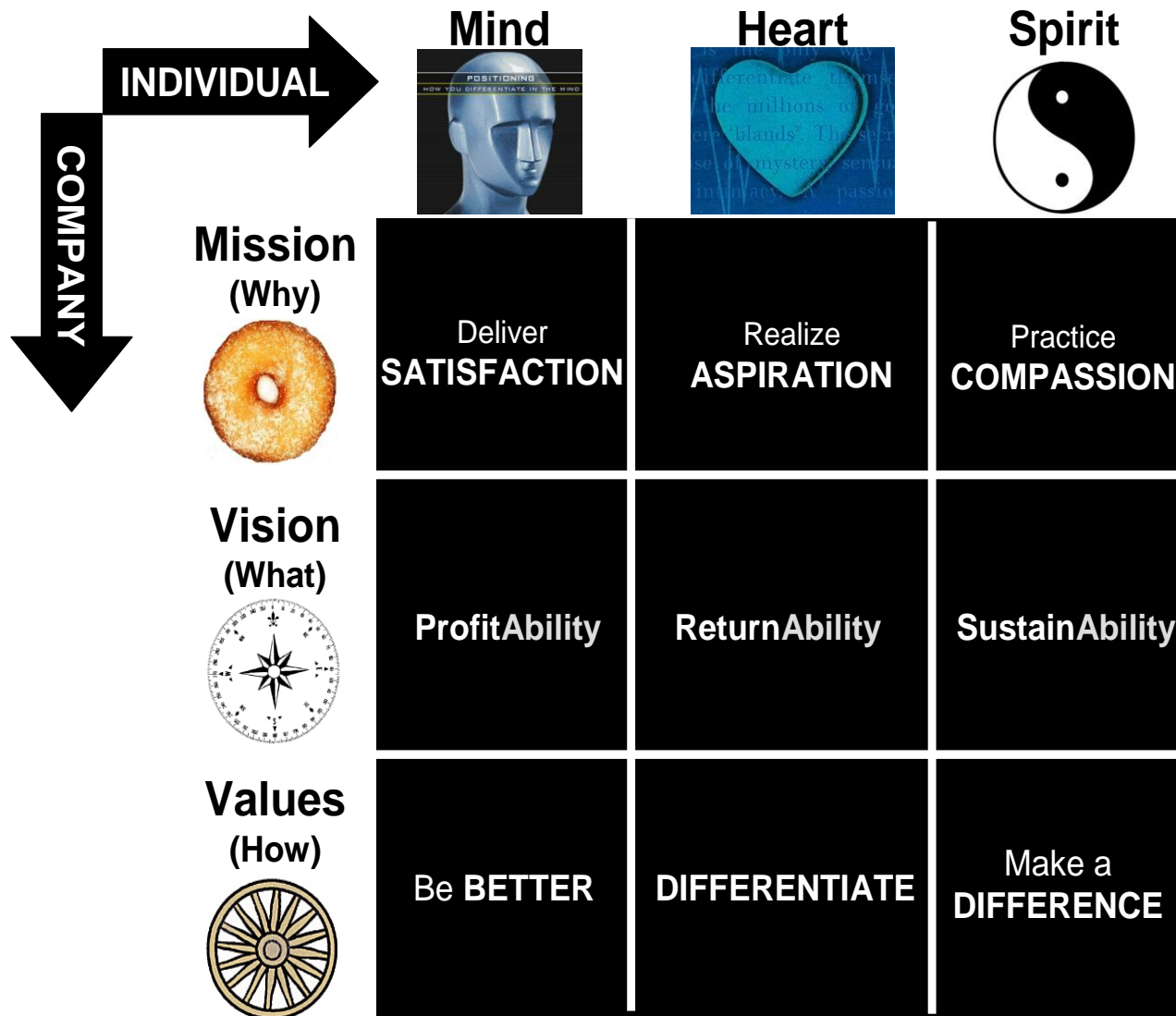


Examples of Vendors that Play in Each of these Spaces

Although some of the vendors play in more than one category, this summary is intended to classify software providers by their predominant solution feature.

1) Database Mgmt. & Ware- housing	2) Business Intelligence & Analytics	3) Marketing Mix Modeling/ Predictive Analytics	4) Campaign Mgmt.	5) Mktg. Mgmt. Work-Flow Solutions	6) MRM	7) Marketing Comm. / Content Mgmt. Tools	8) Personal- ization Platforms	9) Yield- Based Pricing Opt. Tools
     	      	  	       	   	        	    	         	    

VALUE-BASED MARKETING



MIND

Mission

Contributing to the community well-being as well as sustaining and protecting the environment

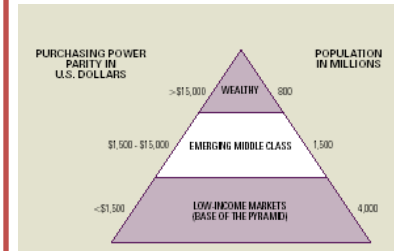


HEART



Promoting reusable shopping bags

SPIRIT



Base of the Pyramid

Vision

To be a world leader in delivering innovative solutions to meet human needs through sustainability principles

For SC Johnson, creating sustainable economic value means helping communities prosper while achieving profitable growth for the company.



Sustaining Values:
SC Johnson Public Report

Values

Sustainability

*We create economic value
We strive for environmental health
We advance social progress*

We believe our fundamental strength lies in our people.



“Within five years. If you’re in the same business you are in now, you’re going to be out of business.”

