



# My Favorite Marketing Definitions

Collected by Gary Slack



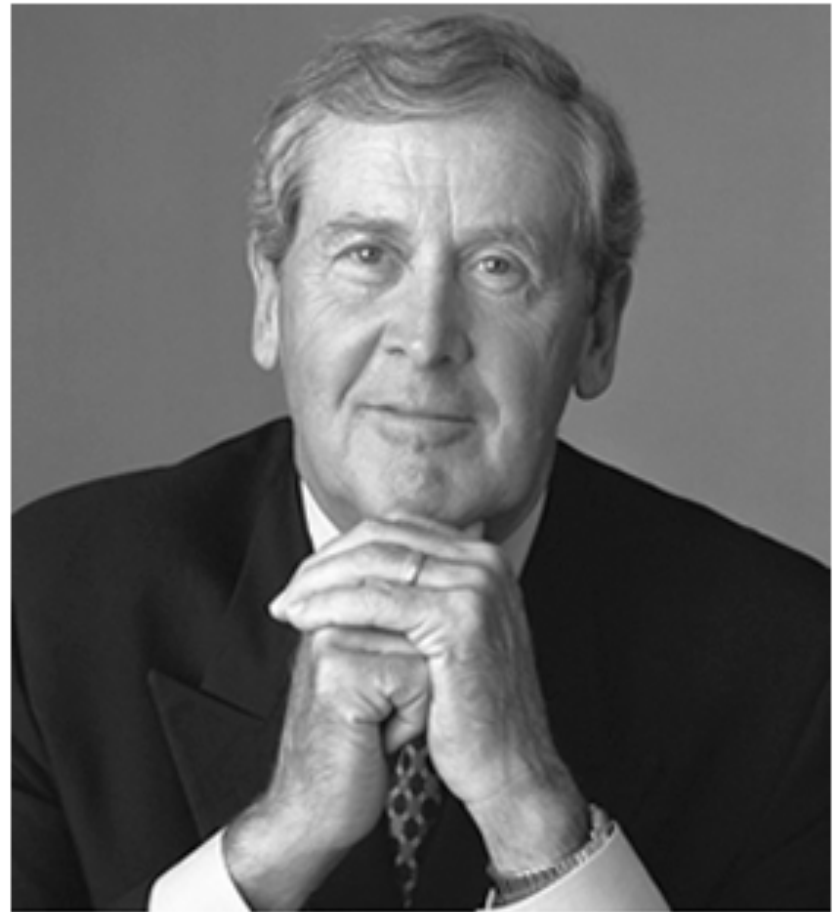
“Marketing is what you do when you can’t go see somebody.”

Fairfax Cone



“Marketing is simply figuring out what you have to do to sell your product or service for a profit.”

Jack Trout



“Marketing is  
making what your  
customers want.  
Sales is getting rid of  
what you make.”

Kevin Clancy



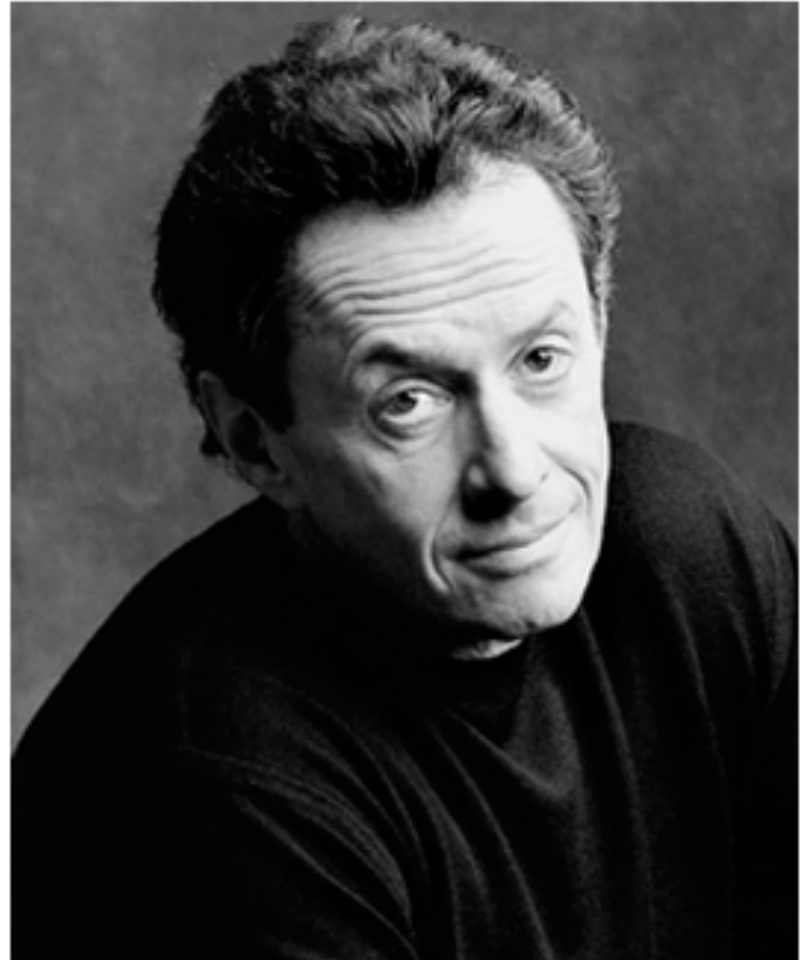
“Marketing’s job is not just to help sales sell more, but to make customers want to buy more.”

Tom Insprucker



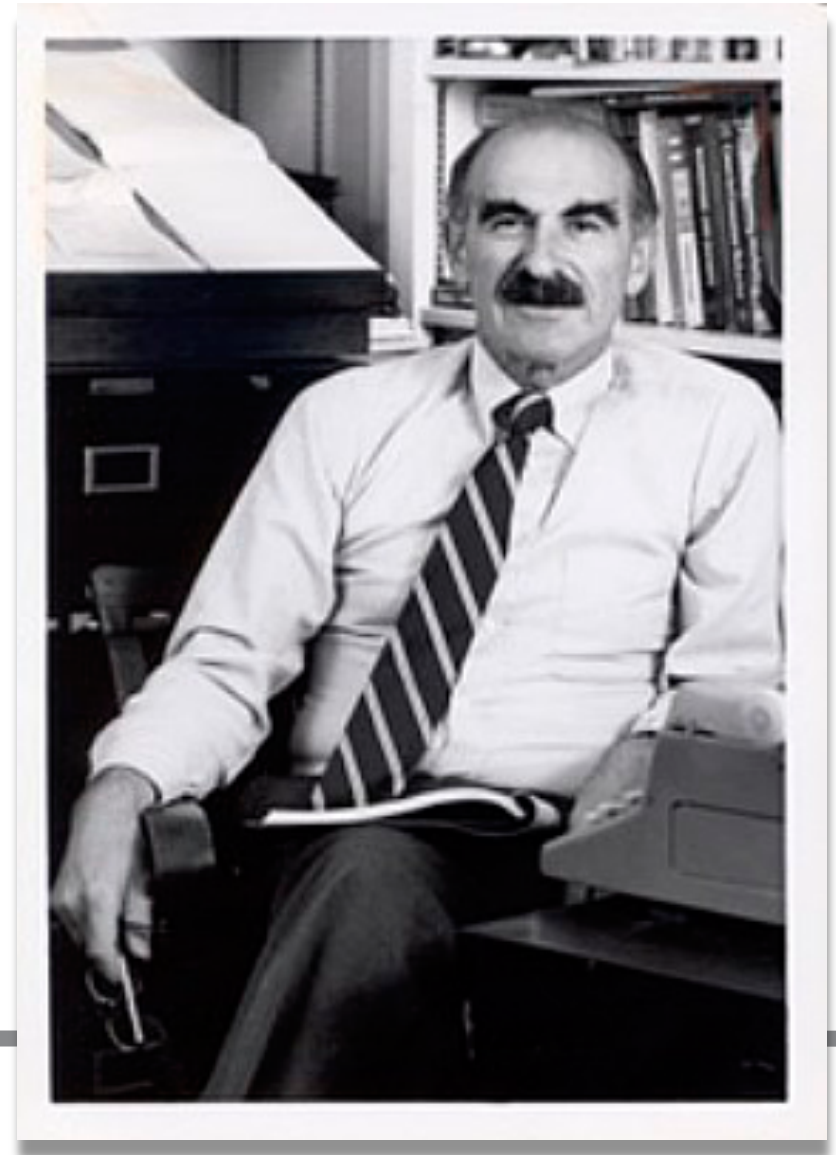
“Marketing is figuring out how to sell more stuff to more people for more money more often.”

Sergio Zyman



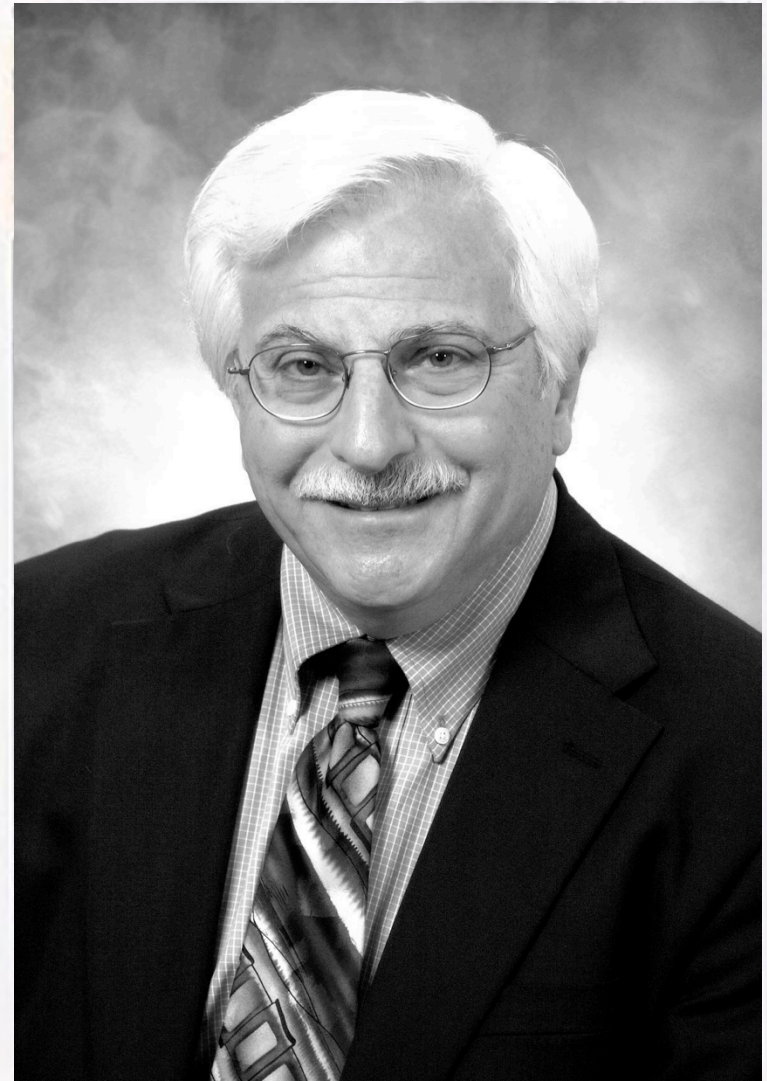
“Marketing is all the exhilarating big things you do and all the troublesome little things that must be done in every nook and cranny of the organization in order to attract and hold a customer.”

Ted Leavitt



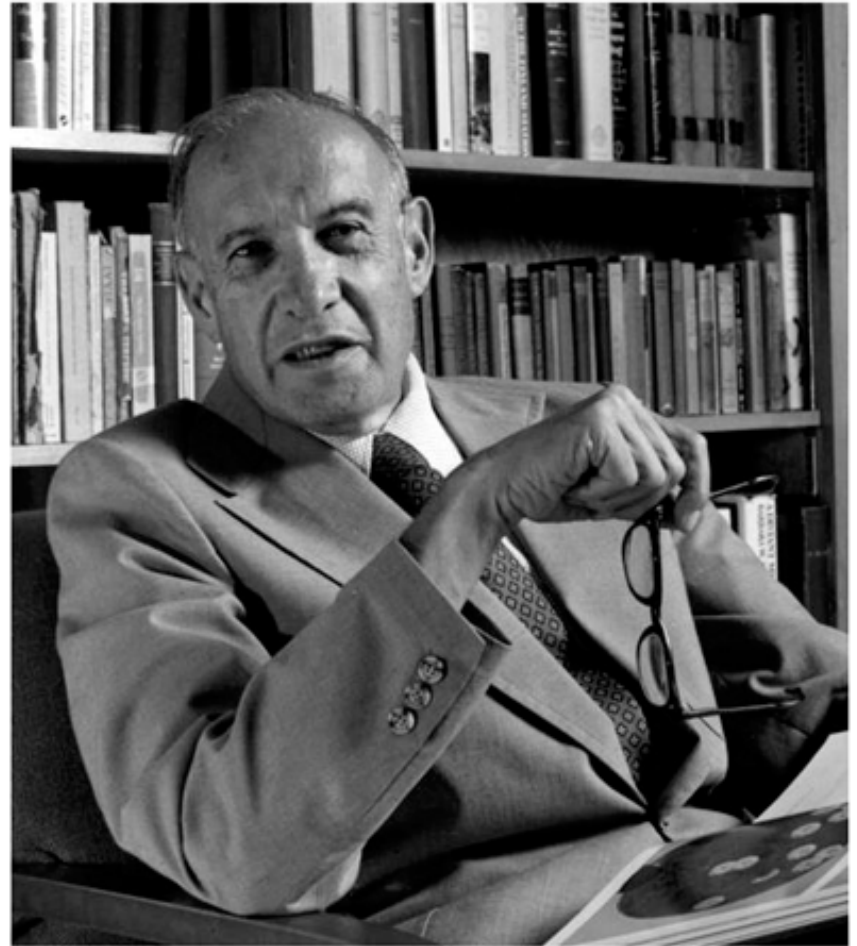
“Marketing is the set of activities that act to maximize the value of the firm's assets, by connecting them to the exact right demand.”

Ralph Oliva



“You get paid for creating a customer, which is marketing. And you get paid for creating a new dimension of performance, which is innovation.”

**Peter Drucker**



“Marketing’ s purpose  
is to **create**,  
**communicate** and  
**deliver** value to  
a target market  
at a profit.”

Philip Kotler

