

Book Review on
“How to Become a Marketing Superstar” by Jeffrey J. Fox

(Review by Gary Tomlinson)

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Marketing is the theme for this month’s issue of *Business Leader* magazine. Peter Drucker says of marketing, “because it is its purpose to create a customer, any business enterprise has two – and only these two – basic functions: marketing and innovation. Marketing is the distinguishing, the unique function of business.”

In selecting a book on marketing for the month’s review, I looked for a book that would have value to both large and small businesses, including soloists. The book that I chose is entitled, *How to Become a Marketing Superstar* by Jeffrey J. Fox. Fox’s definition of marketing “is the profitable identification, attraction, getting, and keeping of good customers.” He goes on to say that “marketing is the epicenter of the organization. Marketing is more than the sales force, more than advertising, pricing, packaging, promotion, and trade shows. Every job exists to directly or indirectly get and keep good customers.”

Fox’s book contains 57 short chapters, each delivering a surprising amount of useful information in simple and direct language. In the chapter entitled, “Banish All Buying Barriers,” Fox advises his readers to “remove all barriers to buy, big and little. Eliminate any policy that makes things convenient for the seller but can be a hassle for the customer.” He talks about the Visa credit card organization airing commercials with merchants who brag that they accept Visa but do not except the American Express charge card. Fox goes on to say, “not accepting the American Express card is dumb. Bragging about it is even dumber. Don’t be dumb. Let people buy”

“The marketing superstar never lets up. The marketing superstar works to build positive brand awareness, and realizing that the customer is indifferent, invests all available time, resources, creativity, and energy to reach out and persuade the customer. Dominate the customer’s consciousness and you are closer to getting and keeping the customer.”

Fox’s *How to Become a Marketing Superstar* is a quick read. The small investment of your time and money in this book will be earned back many times over. As Fox says, “the definition of marketing is simple. The doing of marketing is hard.” His book will make the hard job of marketing a little easier. I suggest that you buy it, read it, and then keep it around for frequent reference.

Enjoy this month’s selection and share it with others in your life because as Alvin Toffler says; “*The illiterate of the 21st Century will not be those who cannot read or write, but those who cannot learn, unlearn, and relearn.*”

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