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Lateral Marketing looks at the tendency of traditional marketing to segment markets into ever smaller units as a way to create differentiation and help repel new entrants and existing competitors. The authors provide lots of statistics to

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point out that it's getting harder and harder to launch successful new products, and the prospects are getting worse.

~~Lateral Marketing: New Techniques for Finding Breakthrough...~~

A revolutionary new system for generating the next big marketing ideas and opportunities According to Philip Kotler, the widely acknowledged "father" of modern marketing, and Fernando Trias de Bes the marketing techniques pioneered in the 1960s and '70s have worked too well. Fierce competition among products with little or nothing to distinguish one from another, along wit

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The authors propose a scheme for the process of lateral marketing. It consists of three steps and is based on the process of creative thinking: Choosing a Focus in the Marketing Process; Generating a Marketing Gap; Making

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Connections; Lateral marketing begins with a product or service. There are two options: Select the product or service that we are selling.

~~Lateral Marketing by Kotler – Marketing Psycho~~

A revolutionary new system for generating the next big marketing ideas and opportunities According to Philip Kotler, the widely acknowledged "father" of modern marketing, and Fernando Trias de Bes the marketing techniques pioneered in the 1960s and '70s have worked too well.

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Lateral marketing complements traditional marketing by

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providing an alternative route to generating fresh new ideas. Whereas vertical marketing helps us find increasingly smaller subgroups for which a product might be developed, lateral marketing lets marketers develop an entirely new product that finds a much wider audience.

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Coming up with a new product or service is a lot of work, which unfortunately does not stop once it ' s ready — launching and promoting it is the other half of the equation. You could be offering the best new product or service around, but if you don ' t promote it properly, you ' re likely to miss out on opportunities or even end up losing money

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down the line.

~~12 Ways to Effectively Promote a New Product or Service ...~~

In marketing your brand, it ' s important to find a balance between the cost and the results. Particularly for a new brand that ' s trying to grow, the goal is to maximize your ROI, by finding the ...

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Breakthrough...

In Lateral Marketing, Kotler and Trias de Bes unveil a revolutionary new model to help readers expand beyond vertical segmentation and generate fresh marketing ideas and opportunities. Philip...

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Lateral Marketing: New Techniques for Finding Breakthrough Ideas Lateral Marketing: New Techniques for Finding Breakthrough Ideas Pinegar, Jeffrey S.; Lee, Emory Grace 2005-09-01 00:00:00 , by Philip Kotler and Fernando Trias de Bes .Hoboken, NJ: John Wiley & Sons, Inc. , 2003 . 206+xvi pages.

~~Lateral Marketing: New Techniques for Finding Breakthrough ...~~

Julia Benben is the marketing director at Freetoes, a toeless sock company that was founded by a teenager. She advises:

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“ Use a teen intern or part-timer as part of your staff.

~~Five Things Your Brand Needs To Know About Marketing To Teens~~

These innovations include new products like Honey Nut Cheerios Milk ?n Cereal bars, a quick alternative to actual cereal with milk, or Gillette?s Venus, a razor with a wider head made just for women?s curves. Lateral marketing also includes using old products in a new way, such as promoting Bayer aspirin as a heart attack preventative.

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