

# Bright Marketing

I have just started to read Bright Marketing. Normally I would put a review up once I have finished but last night I read a section that made me think:

The question the author Robert Craven poses is "What is Marketing?" which he answers and then asks for further thought by asking 4 questions.

First the three definitions:

Textbook definition:

'Identifying and satisfying the customer needs profitably'

Slight better:

'Marketing is about deciding what customers' business you want to win .....against whom.....and how.'

So at its core we can say:

'Marketing is seeing your business through your customers eyes.'

This is saying that your business will be judged by your customers, through their interactions and dealings with your business - from walking through the door (or website) through to paying and, hopefully, recommending you to others.

The four questions that are then asked are (which I believe form the basis of the rest of the book):

- What problem does our product or service solve?
- Why should people buy from us?
- What benefits are we offering that our competition doesn't offer?
- If we aren't offering additional benefits then why should people buy from us at all?

I hope that here at Clark & Taylor you feel that we provide non-biased advice, support and implementation for the control and development of your business. Ultimately helping you gain the profits (monetary and otherwise) which you deserve. Oh...and speaking our minds too.....something most people refrain to do.

I'd love to hear from on how you think your customers see your business and if your dealings with us make you agree with my definition of Clark & Taylor. Mail me [justin@clarktaylor.co.uk](mailto:justin@clarktaylor.co.uk)

If you can't wait for the full review of the book then you can purchase at amazon [here](#).