



Paradox Marketing in Practice (Indonesian Edition)

Indra Utoyo

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Sinopsis: Buku ini merupakan kelanjutan dari buku pertama berjudul Paradox Marketing, Unusual Way to Win (2012). Sesuai dengan judulnya, buku ini berisi implementasi konsep Paradox Marketing berupa Mahakarya Telkom Indonesia dalam mewujudkan Indonesia Digital Network pada tahun 2015. Buku ini juga menjadi bukti bahwa Paradox Marketing bukanlah konsep kosong. Konsep ini menjadi jalan Telkom untuk memenangkan pasar dan konsumen di masa depan. Lanskap industri yang sarat perubahan, serba-cepat, dan luar biasa harus disikapi dengan cara yang tidak biasa. Jalan paradoks ditempuh Telkom untuk memenangkan pasar di masa depan itu. Melalui buku ini, Anda akan menemukan berbagai karya Telkom baik di segmen enterprise maupun consumer. Semoga langkah nyata Telkom Indonesia di buku ini bisa menjadi inspirasi bagi bisnis dan industri lain, khususnya bagi mereka yang ingin meraih masa depan yang luar biasa dengan cara-cara yang tidak biasa. Adalah kesempatan langka ketika proses repositioning sebuah perusahaan besar yang sedang berlangsung dibuka ke publik. Seolah-olah tidak takut ditiru. WOW! -- Hermawan Kartajaya Founder & CEO MarkPlus, Inc Buku ini menjadi amat menarik karena ditulis oleh para praktisi bisnis yang memiliki latar belakang teknologi. Disiplin Marketing sendiri sudah cukup intuitif, Paradox Marketing adalah sesuatu yang counter-intuitif. Hal-hal yang sifatnya counter-intuitif, counter-cyclical, biasanya hanya bisa dihasilkan oleh non-praktisi yang umumnya berintelengensi tinggi, berpendidikan tinggi, dan bekerja di perusahaan konsultan atau pendidikan tinggi. Menarik untuk membaca buku yang berisi hal-hal counterintuitif dari para praktisi bisnis ini. -- Budi G. Sadikin Direktur Utama PT Bank Mandiri (Persero) Tbk. (<http://gramediana.com/books/detail/20801140003-paradox-marketing-in-practice?locale=en>)

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