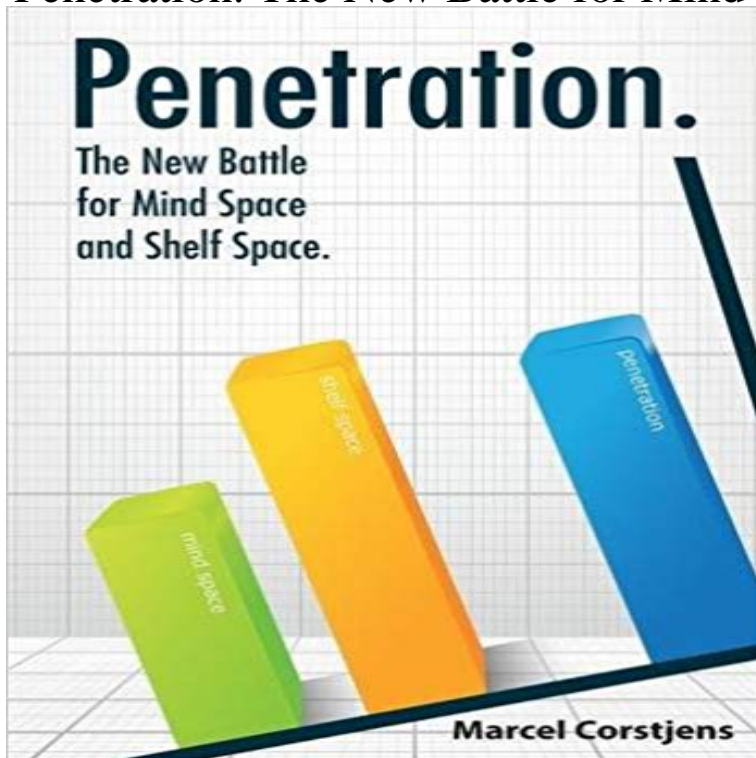


## Penetration. The New Battle for Mind Space and Shelf Space



This book is intended to offer another view of marketing, based on facts. It got its inspiration from the path-breaking work by Daniel Kahneman and his framework of thinking fast and thinking slow. The intuitive framework of marketing conventional wisdom (thinking fast) has proved to be most helpful on many marketing issues, but it has its limitations. On some issues we need to do some slow thinking and reframe our conventional marketing views. Just for starters, let me give you three examples of conventional marketing thinking that is intuitive elegant, logical and believed to be true by most marketing professionals, while it is nevertheless wrong and therefore wasteful and dangerous: Brands are Lovemarks, Retailers are oh so Powerful and Bigger, Better, Faster as the motto for Innovation.

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