

TAKASHI YASUDA



MARKETING

THE FUN WAY TO LEARN
THE BASICS OF MARKETING!

ALL THE IMPORTANT
CONCEPTS YOU NEED TO KNOW,
INCLUDING:

- * THE 4 "P'S" OF MARKETING
- * THE CUSTOMER JOURNEY
- * ANALYZING YOUR COMPETITOR'S
STRENGTHS & WEAKNESSES

AND MORE





**MANGA
FOR SUCCESS**

MARKETING

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TAKASHI YASUDA**

**ARTWORK BY
ENJU SHIGEMATSU**

WILEY

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Published by John Wiley & Sons, Inc., Hoboken, New Jersey.

Published simultaneously in Canada.

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Original Japanese edition published by JMA Management Center Inc.

English translation rights arranged with JMA Management Center Inc. through The English Agency (Japan) Ltd.

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Library of Congress Cataloging-in-Publication Data is Available:

ISBN 9781394176137 (Paperback)

ISBN 9781394176144 (ePub)

ISBN 9781394176151 (ePDF)

Cover Design: JMA Management Center Inc.

Cover Images: JMA Management Center Inc.

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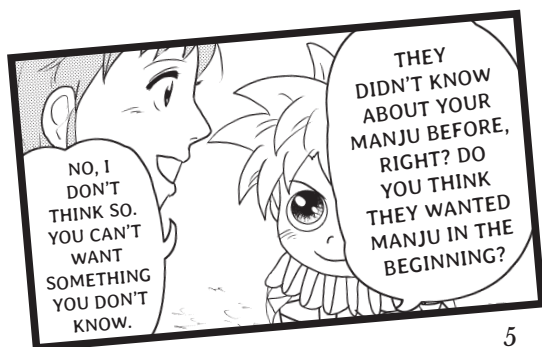
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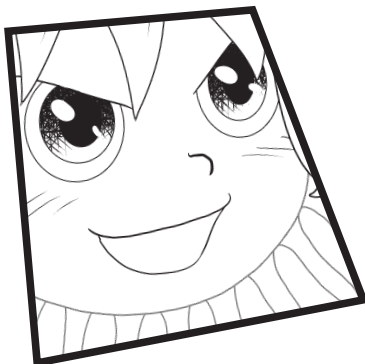
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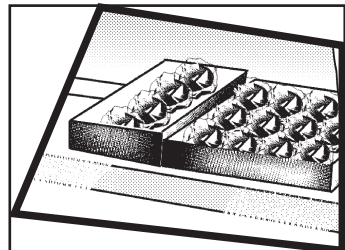
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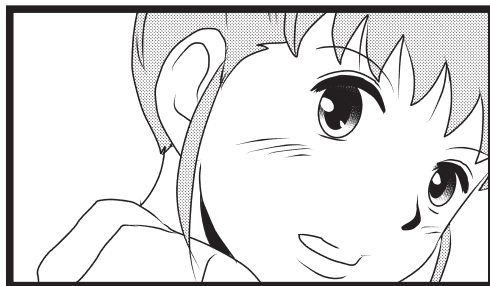
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Introduction

Why did you pick up this book?

Do you want to increase your product sales? Are you interested in developing products and services that can help improve customer satisfaction? Maybe you work in retail or sales and you'd like to acquire some basic knowledge about marketing. There are probably a lot of you who are looking to learn and apply some marketing knowledge in your respective jobs.

You could also be someone who's about to start working full-time and you're thinking you'd like to learn about marketing beforehand. Maybe you're thinking that knowing about marketing will give you an edge in job interviews. You might be a student having a hard time in a marketing class and you just want a basic overview that's easy to understand. Or you might be someone looking for a book with a more practical approach to marketing instead of an academic one.

Marketing is an all-around tool that can help you become more efficient at work and improve the quality of your life.

It can lead to an increase in sales and profit which can lead to better salaries and income, improving your social standing in the long run.

Needless to say, knowledge of marketing is crucial if you have a job related to planning, business, and sales. In addition, marketing knowledge can be an advantage even for regular office work. From work procedures to presentations to everyday communication—learning about marketing offers a variety of benefits for a wide array of situations. For specialists in creative fields, marketing can help better convey the value of your skills and products, making for happier paying customers and clients.

This book was written to make marketing easier to understand with the help of practical examples and situations illustrated in manga form. To make the examples relatable to a wider range of people, the manga portions are set in a family-owned, small-town Japanese manju bun shop. Manju buns are cakes steamed with fillings such as sweet bean paste, custards, and meats. An elderly couple tries their hardest to keep their long-time business running while our heroine is someone who has grown just a little weary of her city life. Two unusual guests visit their shop

and our story takes off from there. The manga is designed to give you a simulated experience of actual situations, and the analysis that follows helps you absorb marketing concepts as illustrated by the manga.

Whatever your reason for picking this book up, I hope it will give you the chance to become more efficient in your profession and help lead you to a better life.

Takashi Yasuda

Part 1

What Is Marketing?





ARRRGH!
YOU'RE
...

...
FIRED!!!

**SUDDEN
UNEXPECTED
GUESTS!
A BLESSING
OR A CURSE?**

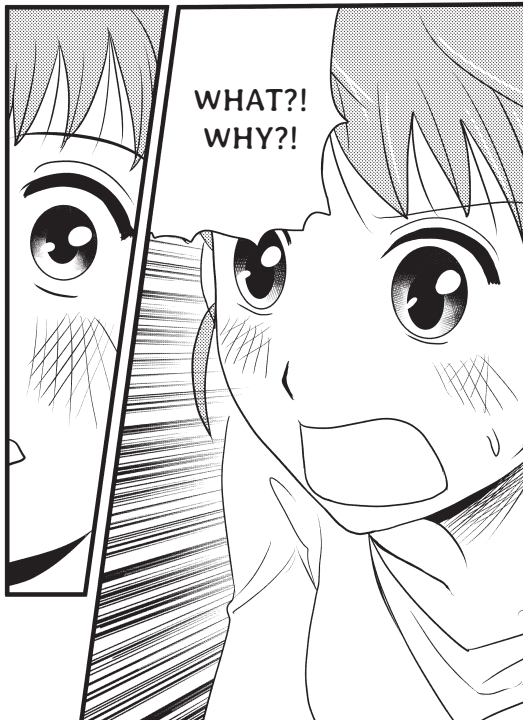
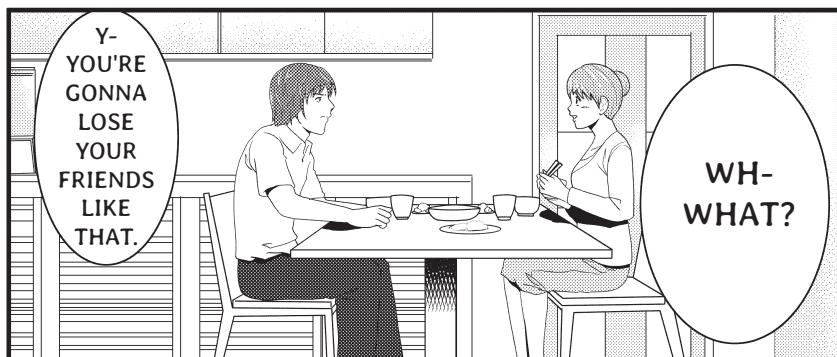
STORY 1



NOOOOOO!

LOOKING
BACK NOW,
THAT WAS
WHEN MY
STRING OF
BAD LUCK
STARTED.







BAM

WHAT IS
IT? DID I DO
SOMETHING?

I
MADE YOUR
FAVORITES
AS ALWAYS!

I'M
ALWAYS
DOING
EVERYTHING
I CAN
FOR YOU!

YOU
WANT
THE
TRUTH?

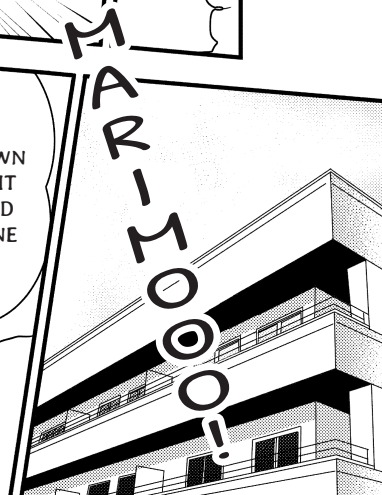
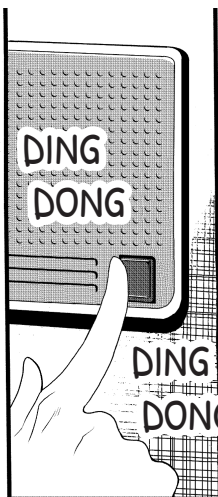
YOU'RE
DRIVING
ME UP
THE
WALL!

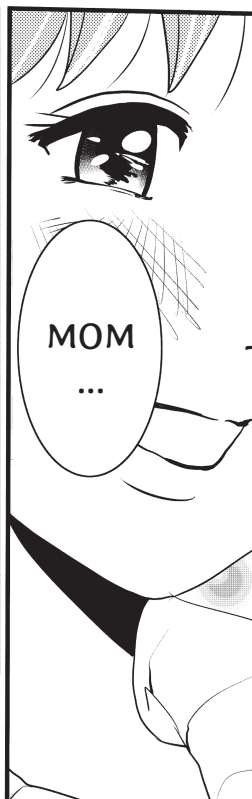
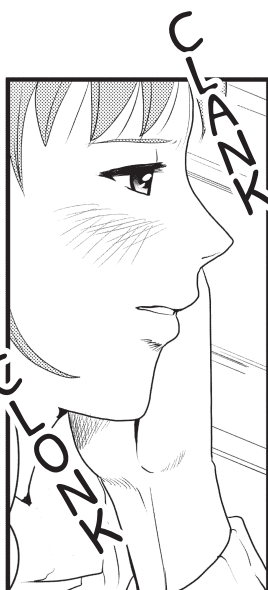


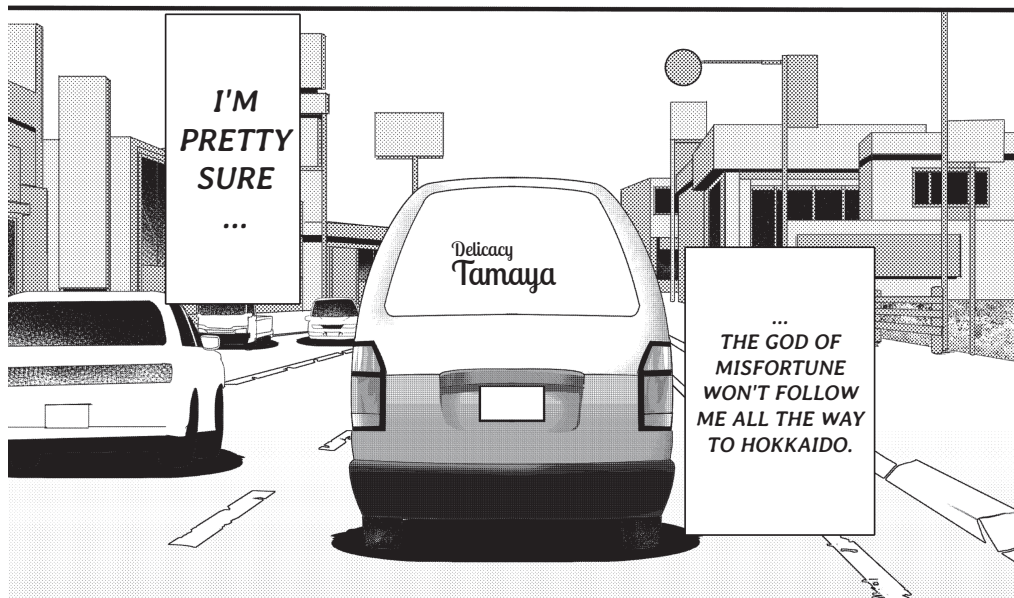
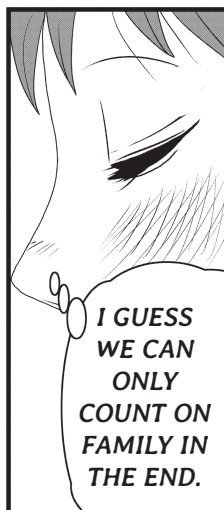
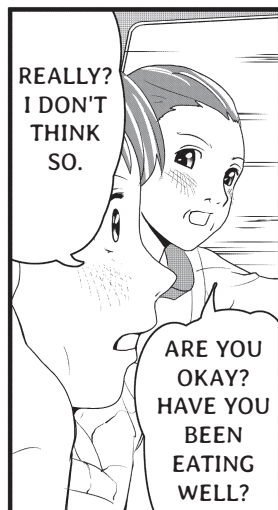
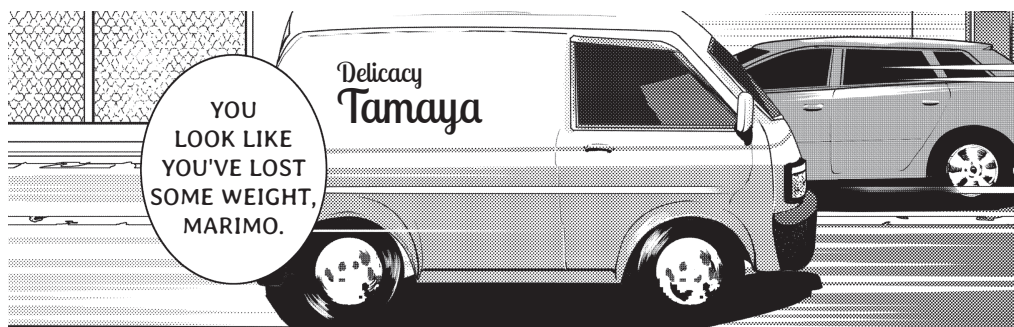
YOU
THINK
YOU'RE
DOING
ALL THESE
THINGS TO
MAKE ME
HAPPY
...

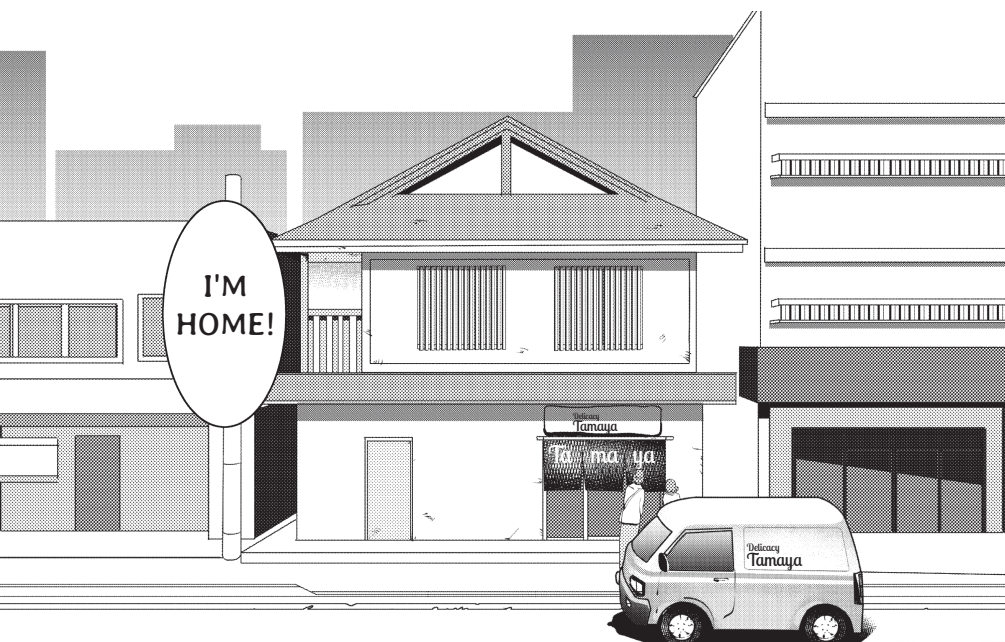
...
BUT
YOU'RE
JUST
FORCING
IT ALL
ON ME!











OUR FAMILY RUNS A MANJU BUN SHOP. THE BUSINESS HAS A LONG HISTORY DATING BACK 120 YEARS TO THE MEIJI ERA.

OUR LONGTIME SPECIALTY IS THE "MARIMO MANJU," A DELICIOUS SWEET BUN NAMED AFTER ME. IT'S WHAT MOST OF OUR REGULAR CUSTOMERS KEEP COMING BACK FOR.





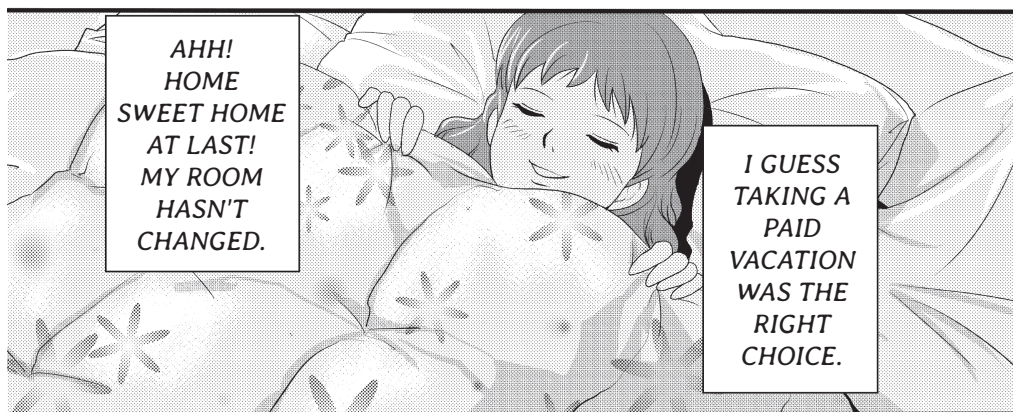
IT'S BEEN A LONG TIME SINCE YOU CAME BACK, BUT YOUR FATHER IS COLD AS USUAL.



HAVE YOU EATEN?

I ALREADY ATE ON THE PLANE.

WHY DON'T YOU GO AND TAKE A BATH THEN?



AHH! HOME SWEET HOME AT LAST! MY ROOM HASN'T CHANGED.

I GUESS TAKING A PAID VACATION WAS THE RIGHT CHOICE.



IT'S BEEN A WHILE. I SHOULD HELP MY PARENTS OUT TOMORROW.



ARE WE PICKING HER?

HMM, I DON'T KNOW.



SEEMS LIKE SHE'S RUNNING LOW ON LUCK.

LET'S WATCH HER A BIT MORE.

