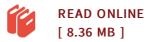




Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know

By Philip Kotler

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know, Philip Kotler, The most renowned figure in the world of marketing offers the new rules to the game for marketing professionals and business leaders alike In Marketing Insights from A to Z, Philip Kotler, one of the undisputed fathers of modern marketing, redefines marketing's fundamental concepts from A to Z, highlighting how business has changed and how marketing must change with it. He predicts that over the next decade marketing techniques will require a complete overhaul. Furthermore, the future of marketing is in company-wide marketing initiatives, not in a reliance on a single marketing department. This concise, stimulating book relays fundamental ideas fast for busy executives and marketing professionals. Marketing Insights from A to Z presents the enlightened and wellinformed musings of a true master of the art of marketing based on his distinguished forty-year career in the business. Other topics include branding, experiential advertising, customer relationship management, leadership, marketing ethics, positioning, recession marketing, technology, overall strategy, and much more. Philip Kotler (Chicago, IL) is the father of modern marketing and the S. C. Johnson and...



Reviews

The book is fantastic and great. It is filled with wisdom and knowledge I am just easily will get a enjoyment of looking at a composed publication.

-- Bradley Hahn

Very beneficial for all type of individuals. I have got study and so i am certain that i am going to going to read through once again once again later on. I am just happy to let you know that this is basically the greatest publication i have study during my own daily life and could be he finest pdf for ever.

-- Prof. Nelson Farrell MD