Gurus on Marketing

By Sultan Kermally

Viva Books, 2008. Softcover. Book Condition: New. First edition. AN INFORMED AND INCISIVE one-stop resume of the Major "gurus" who have had a critical influence on marketing thinking and development. A book to bring you rapidly up to speed and to offer you fresh ideas to improve your own business. This is much more than just a series of summaries: Sultan Kermally has worked directly with many of the figures in this.book, including Peter Drucker, Philip Kotler and Michael Porter. It"s enabled him to summarise, contrast and comment on the key concepts with knowledge, depth and insight. He describes the key ideas of each "guru", places them in context and explains their significance. He shows you how they"ve been applied in practice, looks at their pros and cons and includes the views of other expert writers. He ends each chapter with a summary of key elements and lessons to take on board. He skilfully mixes relevant extracts from the "gurus" themselves with concise summaries and bullet-points, and adds further context by interweaving these with contributions from strategy experts such as Igor Ansoff and others. . The "gurus" covered in detail are Peter Drucker, Theodore Levitt, Michael Porter, Philip Kotler, Tom...

READ ONLINE
[6.29 MB]

Reviews

A fresh e-book with a brand new point of view. It really is packed with knowledge and wisdom Its been designed in an exceedingly simple way and is particularly simply following i finished reading this publication through which actually modified me, alter the way i really believe.
-- Bernhard Russel

Without doubt, this is actually the best operate by any article writer. Indeed, it can be perform, nonetheless an interesting and amazing literature. Its been written in an exceedingly straightforward way in fact it is only soon after i finished reading through this book through which in fact changed me, modify the way in my opinion.
-- Miss Elissa Kutch V

Other Kindle Books

Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook (Paperback)

Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and effective guide for parents and students to...

Love My Enemy

Andersen, UK, 2004. Softcover. Book Condition: New. First Edition. Available Now. Book Description: Zee (short for Zara) lives in a quiet suburb of Belfast, with an apparently idyllic family life. But Zee's father was shot dead in front of them all, and...

History of the Town of Sutton Massachusetts from 1704 to 1876 (Paperback)

Createspace, United States, 2015. Paperback. Book Condition: New. annotated edition. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.This version of the History of the Town of Sutton Massachusetts from 1704 to 1876 is a labor...

You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...

It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...

Genuine] Whiterun youth selection set: You do not know who I am Raoxue(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-08-01 Pages: 254 Publisher: rolls of publishing companies basic information title: Snow Man youthful selection set: I do...