

Gurus on Marketing



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Reviews

This book is really gripping and fascinating. Of course, it is actually play, nonetheless an interesting and amazing literature. You will not feel monotony at anytime of the time (that's what catalogs are for about if you request me).

(Delbert Gleason)

GURUS ON MARKETING

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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 Peters, George Day, Jagdish Sheth and Thomas Nagle. The final chapter provides a valuable bonus with a checklist of Gurus and strategic analytical tools. Concise and approachable, insightful and thorough, this book will be of real benefit to you and your business. Contents: Introduction The relationship between strategy and marketing The influence of the gurus Heavyweight gurus Lightweight gurus Plan of the book ONE: The fundamentals of marketing The evolution of marketing Key marketing concepts A to Z of marketing TWO: Peter Drucker Why include him as a marketing guru? Where does Peter Drucker come in? The customer as the...



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