



Winning Back Your Market: The Inside Stories of the Companies That Did It

By Jagdish N Sheth

Marketing Classics Press. Hardcover. Book Condition: New. Hardcover. 242 pages. Dimensions: 9.0in. x 6.0in. x 1.0in. Winning Back Your Market: The Inside Stories of the Companies that Did It
Winning Back Your Market presents nine fundamental strategies for regenerating corporate efforts with tactical options for the service, consumer, and industrial sectors. Each strategy demonstrates case histories of successful revitalization of services and products, or plans for putting into practice the strategic options. About the Author: Dr. Jagdish (Jag) N. Sheth is the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University. Prior positions, include the University of Southern California; the University of Illinois; the faculty of Columbia University; and, the Massachusetts Institute of Technology. Dr. Sheth is well known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy and geopolitical analysis. About Marketing Classics Press: Marketing Classics Press was established to serve the field of Marketing by preserving the seminal work of the discipline and ensuring it is accessible to future generations of scholars. Founding authors and key associations have identified key works, which are available in electronic and print versions. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La...

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