



Smartermarketing Formula for Ceos (B2c Version): For Ceos Everywhere. and Aspiring Ones! the Inside Secrets On. Creating Better Consumer Relationships to Build Bottom Line Profits

By MR Rick Pullan

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Hello Mr Mrs CEO. How lonely are you? Do you sometimes feel isolated, wondering who is trying to trip you up next? Can you handle your shareholders anxiety and answer their challenges and impossible time scales. The biggest spenders in your organisation are probably the Marketers. Have you got them by the short curlies or do they (try to) bamboozle you? If you have any doubts or just want to check you ve got a sustainable grip, this book is a must read. The formula is proven in companies as big as Costco, Finning Caterpilla, Fujitsu-Siemens, MS, Rexel Newey Eyre and many smaller companies you haven t heard of. Of course lots of big corporate CEOs are brilliant, really good, informed and need no help. And that s fine. But there are thousands of mere mortals! Now a business veteran of 40 years I have an uncanny 360 degree vision of commerce, the importance of customer experience and the delivery of customer satisfaction. SmarterMarketing is one of my gifts back to industry. Since I left the prescient values...



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