

Drucker on Marketing: Lessons from the World`s Most Influential Business Thinker



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Reviews

*A must buy book if you need to adding benefit. It is actually writter in basic phrases and never difficult to understand. I found out this book from my dad and i advised this publication to find out.
(Miss Camila Schuppe III)*

DRUCKER ON MARKETING: LESSONS FROM THE WORLD`S MOST INFLUENTIAL BUSINESS THINKER

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McGraw Hill Education, 2012. Hardcover. Condition: New. First edition. Considered the single most important thought leader in the world of management, Peter Drucker had an equally significant influence on the discipline of marketing. Although he didn`t approach marketing with the same systematic rigor he reserved for management, Drucker addressed the topic in detail in his wellknown treatises on the roles of profitability and leadership, the importance of innovation, and the need to seize new opportunities. Drucker on Marketing is the first comprehensive look at the marketing wisdom of one of modern history`s most influential business thinkers. A former student of Peter Drucker, William Cohen has sifted through Drucker`s huge body of work, singled out his most salient ideas on marketing, and constructed them into a framework that not only outlines Drucker`s marketing philosophy but provides practical advice on how to achieve marketing goals in today`s business setting. TABLE OF CONTENTS: Introduction Drucker and His Different Marketing Approach Part I: The Ascendancy of Marketing 1. Two Different Views on the Development of Marketing 2. The Purpose of Business Is Not to Make a Profit 3. Any Organization Has Only Two Functions: One Concerns Marketing, and the Other Is Marketing 4. Druckers Marketing View 5. Marketing Is Leadership Part II: Innovation and Entrepreneurship 6. Where the Best Innovations Come From: The Seven Mothers of Invention 7. Demand-Side Innovation 8. Supply-Side Innovation 9. Druckers Entrepreneurial Marketing Part III: Druckers Marketing Strategy 10. The Best Way to Predict the Future Is to Create It 11. The Fundamental Marketing Decision 12. Druckers New Certainties for Formulating Marketing Strategy 13. Success by Abandonment of Profitable Products 14. Marketing and Selling Are Not Complementary and May Be Adversarial Part IV: New Product and Service Introduction 15. How to Do Marketing Research the Drucker Way 16. Exploiting Demographic...



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