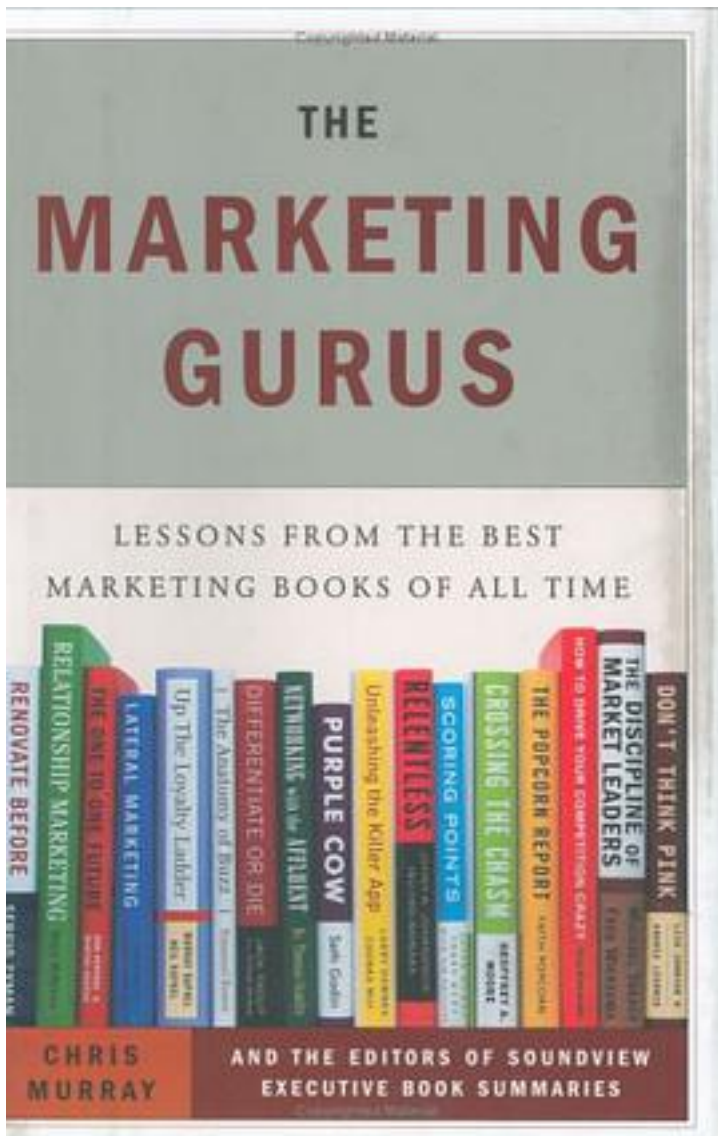


The Marketing Gurus



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This book provides insightful summaries of seventeen classic marketing books. The cream of "Soundview Executive Book Summaries" offer advice in the art of trawling the how-to business manuals for the best of the best in one unmissable volume. Since 1978, "Soundview Executive Summaries" has offered its subscribers condensed versions of the best business and marketing books published each year. "Soundview's" summaries have won it acclaim as the definitive selection service for sophisticated business book readers. For the first time ever, "Soundview" is bringing together summaries of the 17 essential all-time marketing classics in a single volume. "The Marketing Gurus" also includes two all-new, previously unpublished summaries - "The Tipping Point" by Malcolm Gladwell and "Crossing the Chasm" by Geoffrey Moore. Other featured books include: "Positioning" by Jack Trout and Al Ries; "Kotler on Marketing" by Philip Kotler; "The Popcorn Report" by Faith Popcorn; "The Anatomy of Buzz" by Emanuel Rosen; "Purple Cow" by Seth Godwin; and, "Relationship Marketing" by Regis McKenna. "The Marketing Gurus" distils essential information from thousands of pages of marketing advice into less than 300, making it the ultimate one-stop reference for the inside knowledge no company can do without.

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