

Gurus on Marketing



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出版者:Natl Book Network

出版时间:

装帧:Pap

isbn:9781854182432

one stop resume of the major gurus who have had a critical influence on marketing

thinking and development. This is much more than just a series of summaries, Sultan has worked directly with many of the figures in this book. It's enabled him to summarize, 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 view of other expert writers. He ends each chapter with a summary of key elements and lessons to take on board. The gurus covered in detail include: Peter Drucker, Theodore Levitt, Michael Porter, Philip Kotler, Tom Peters, George Day, Jagdish Sheth, Thomas Nagle.

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