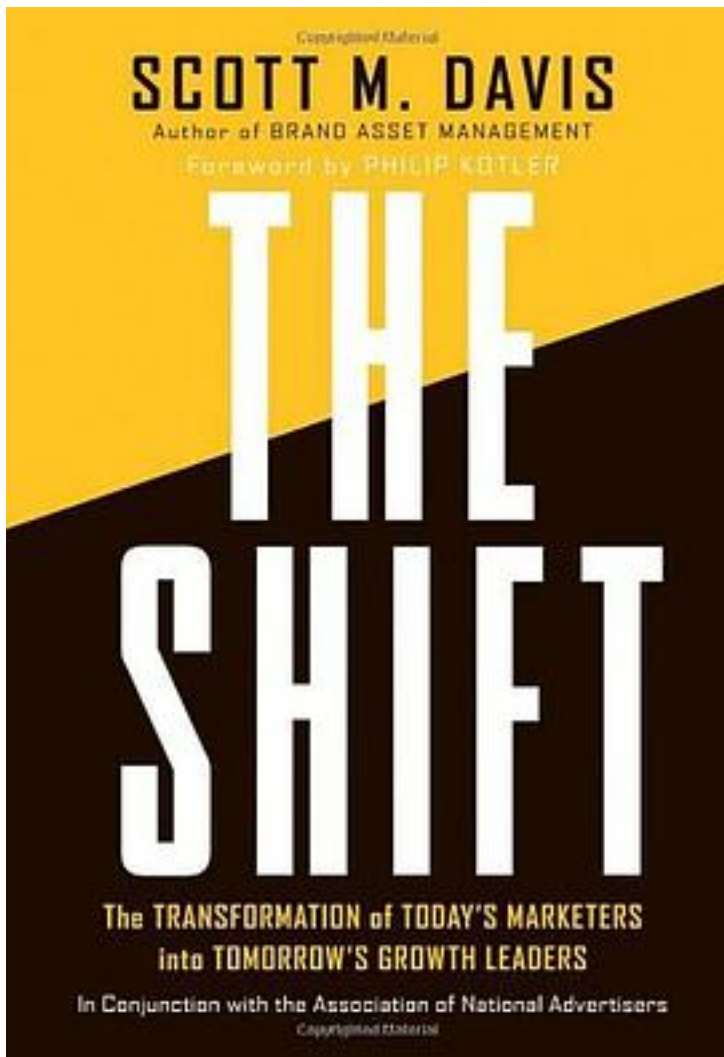


# The Shift



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著者:Scott M. Davis

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Praise for "The Shift" "More than ever, the role of marketing has to be to drive profitable growth by unlocking customer insights. The Shift provides inspiring examples of how leading marketers are getting it done." -Cammie Dunaway, executive vice president of sales and marketing, Nintendo of America "At Zappos.com we've always approached business in our own unique way. The Shift outlines many principles we holistically embrace. Kudos to Scott Davis for putting together such a great resource " -Tony Hsieh, CEO, Zappos.com "The Shift is a great 'how-to book' for Visionary Marketers who want to stand out, help their company succeed by moving toward true accountability, and drive a business strategy that keeps the customer in mind, while never losing sight of the PandL." -Fisk Johnson, chairman and CEO, SC Johnson "The Shift's articulation of how marketing can drive a company's bottom line and a marketer's career makes it a must-read for any CEO who wants marketing to truly impact their company's bottom line." -CJ Fraleigh, CEO, Sara Lee Retail and Foodservice "Marketer as a PandL-oriented businessperson This important book for senior executives provides a road map on how marketers and their organizations can shift their profiles, while driving bottom-line results." -Mark L. Vachon, president and CEO, GE Healthcare, Americas "The Shift charts a dramatic new role for marketing. A challenge every firm should embrace." -David Aaker, vice chairman, Prophet; and, author, "Brand Leadership" "The Shift has to become a way of life from the classroom to the boardroom. Davis's book brings a practitioner's perspective to this critical topic of marketers shifting to becoming more accountable and more personally responsible for driving growth." -Dipak Jain, dean, Kellogg Graduate School of Management, Northwestern University "Forget the CMO. Long live the integrated agenda of the Chief Growth and Visionary Officer " -Joseph V. Tripodi, chief marketing and commercial officer, The Coca Cola Company

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