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THE SHIFT: THE TRANSFORMATION OF TODAY'S MARKETERS INTO TOMORROW'S GROWTH LEADERS



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders, Scott M. Davis, Philip Kotler, How CMOs can use their knowledge of the market to create and drive organizational growth Illustrated with case studies from Wal-Mart to GE, this book argues that the role of chief marketer needs to be redefined and outlines five shifts marketers can make to break out of their marginalized role and use their...

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- Authored by Scott M. Davis, Philip Kotler
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