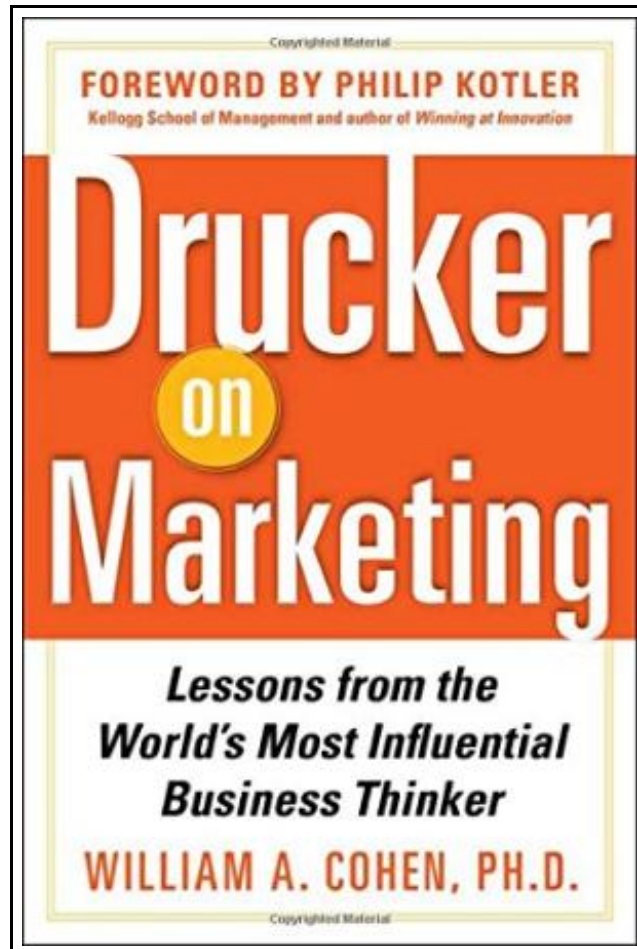


Drucker on Marketing: Lessons from the World's Most Influential Business Thinker (Hardback)



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DRUCKER ON MARKETING: LESSONS FROM THE WORLD S MOST INFLUENTIAL BUSINESS THINKER (HARDBACK)



McGraw-Hill Education - Europe, United States, 2012. Hardback. Book Condition: New. 231 x 150 mm. Language: English . Brand New Book. THE ESSENTIAL MARKETING WISDOM OF PETER DRUCKER Bill Cohen has done us a wonderful service by faithfully combing through Peter Drucker s vast writings and weaving together Peter s thoughts on marketing. This has never been done before. -- Philip Kotler, from the Foreword 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. The book is organized into five thematic sections: The Ascendancy of Marketing Innovation and Entrepreneurship Drucker s Marketing Strategy New Product and Service Introduction Drucker s Unique Marketing Insights For Drucker, profitability should not be the main focus of a business. The customer should be; the market should be. He didn t consider marketing as one of many tools to generate profits. Rather, he viewed marketing as the driving force of business, a philosophy for defining and capturing the most enriching customer opportunities. Providing unique insight into the mind of one of the twentieth century s greatest thinkers,...



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