

Market Your Way to Growth: 8 Ways to Win (Hardback)

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Reviews

A really awesome publication with perfect and lucid reasons. I was able to comprehended every thing using this published e pdf. It is extremely difficult to leave it before concluding, once you begin to read the book. (Prof. Patsy Blanda)

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MARKET YOUR WAY TO GROWTH: 8 WAYS TO WIN (HARDBACK)



John Wiley Sons Inc, United States, 2013. Hardback. Condition: New. 1. Auflage. Language: English . Brand New Book. Marketing guru Philip Kotler and global marketing strategist Milton Kotler show you how to survive rough economic waters With the developed world facing slow economic growth, successfully competing for a limited customer base means using creative and strategic marketing strategies. Market Your Way to Growth presents eight effective ways to grow in even the slowest economy. They include how to increase your market share, develop enthusiastic customers, build your brand, innovate, expand internationally, acquire other businesses, build a great reputation for social responsibility, and more. By engaging any of these pathways to growth, you can achieve growth rates that your competitors will envy. Proven business and marketing advice from leading names in the industryWritten by Philip Kotler, the major exponent of planning through segmentation, targeting, and position followed by the 4 Ps of marketing and author of the books Marketing 3.0, Ten Deadly Marketing Sins, and Corporate Social Responsibility, among othersMilton Kotler is Chairman and CEO of Kotler Marketing Group, headquartered in Washington, DC, author of A Clear-sighted View of Chinese Marketing, and a frequent contributor to the China business press.

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