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GURUS ON MARKETING



Viva Books, 2008. Softcover. Book Condition: New. First edition. AN INFORMED AND INCISIVE one-stop resume of the Major "gurus" who have had a critical influence on marketing thinking and development. A book to bring you rapidly up to speed and to offer you fresh ideas to improve your own business. This is much more than just a series of summaries: Sultan Kermally has worked directly with many of the figures in this book, including Peter Drucker, Philip Kotler and Michael Porter....

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- Authored by Sultan Kermally
- Released at 2008



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