



The Reinvention of Marketing

By Deborah Malone

The Internationalist. Paperback. Condition: New. 180 pages. Dimensions: 9.0in. x 6.0in. x 0.5in. The marketing industry is undergoing dramatic transformation brought about by technology, globalization, and shifting economics. The reinvention of marketing is becoming a more critical issue as the industry looks to deliver purpose and meaning to brand values in a business world increasingly defined by social media, mobility, analytics, big data, return-on-investment, and the need for global growth. Learn from these extraordinary individuals who are reinventing contemporary concepts of marketing: Morten Albk, CMO and Group SVP for Global Marketing, Communication and Corporate Relations Vestas Wind Systems; Dana Anderson, SVP and Chief Marketing Officer- Mondelez International; Barbara Basney, Vice President Global Advertising and Media- Xerox Corporation; Pete Blackshaw, Global Head of Digital Marketing and Social Media- Nestl; Zita Cassizzi, Chief Digital Officer-TOMS Shoes; Fernando Chacon, Chief Marketing Officer- Banco Ita; Jesper Colding, Vice President-Mengniu Dairy Company China; Carmen dAscendis, Global Managing Director for Finlandia Vodka and Chambord Liquor-Brown-Forman; Jason Hill, Director of Global Media Strategy-GE. Amy Lou, Director of Global Brand Management-Huawei; Nadine Karp McHugh, Vice President of Global Integrated Media Communications-Colgate Palmolive; Lee Nadler, Marketing Communications Manager-MINI USA; Clayton Ruebensaal, Vice President Global Marketing-The Ritz-Carlton Hotel Company; Simon Sproule, Corporate Vice President of...



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