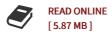




The Shift: The Transformation of Today s Marketers into Tomorrow s Growth Leaders (Hardback)

By Scott M. Davis

John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Condition: New. Language: English. Brand New Book. 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 insights and knowledge to drive the growth agenda of their organization. Marketers need to learn how to: balance short-term pressures to show results; drive innovation; navigate media choices to reach customers in ways that are meaningful; and operate and win in a complex global environment and an even more complex organizational environment. Scott M. Davis (Chicago, IL) is Senior Partner at Prophet. He is frequently cited in the Wall Street Journal, USA Today, BusinessWeek, Brandweek, Marketing News, Management Review, Inc. magazine, and Crain s New York Business. Prophet is a global consultancy specializing in branding, marketing, and innovation.



Reviews

A top quality publication along with the font used was intriguing to read. I really could comprehended everything using this written e ebook. Its been designed in an remarkably straightforward way and it is only after i finished reading through this publication by which basically altered me, modify the way i believe.

-- Cathrine Larkin Sr.

Very useful to all of group of people. I actually have read through and so i am certain that i will planning to study yet again once again down the road. I am just very easily can get a satisfaction of looking at a created book.

-- Mark Bernier