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MARKETING AS STRATEGY: UNDERSTANDING THE CEO'S AGENDA FOR DRIVING GROWTH AND INNOVATION



Penguin, New Delhi, India, 2004. Hard Cover. Book Condition: New. Dust Jacket Condition: New. First Edition. Once viewed as a critical expenditure, marketing is now considered a cost sink. What happened? And what can marketers do to regain a prominent role in their organizations? Nirmalya Kumar argues that the only way for marketers to get back on the CEO's agenda is to tackle issues that merit the CEO's attention. The fate of marketing hinges on elevating the role of marketing...

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- Authored by Nirmalya Kumar
- Released at 2004



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