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The book is organized into five thematic sections: The Ascendancy of Marketing Innovation and Entrepreneurship Drucker s Marketing Strategy New Product and Service Introduction Drucker s Unique Marketing Insights For Drucker, profitability should not be the main focus of a business.

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Description: Drucker on Marketing is the first comprehensive look at the marketing wisdom of one of modern history's most influential business thinkers. A former student of Peter Drucker, William Cohen has sifted through Drucker's huge body of work, singled out his most salient ideas on marketing, and constructed them into a framework that not ...

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The authors review Peter Druckerâ€™s contributions to marketing theory and practice. A bibliometric analysis of Druckerâ€™s academic influence in marketing is presented. The five main tenets that are derived from the bibliometric study are expanded upon as follows: (1) The Marketing Concept ...

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Drucker on Marketing: Lessons from the World's Most

Drucker on Marketing provides a good overview and refresher to the mind of late Peter Drucker. We are constantly reminded that the core objective of business is creation of customer and that is supported by only two fundamentals functions: marketing and innovation.

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Management, The Drucker School of Management, and coauthor of The Drucker Difference"Drucker on Marketing reflects Bill Cohen's unique ability to understand and communicate Peter Drucker's ...

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