



The Marketing Century: How Marketing Drives Business and Shapes Society

By The CIM, Jeremy J. Kourdi

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Marketing Century: How Marketing Drives Business and Shapes Society, The CIM, Jeremy J. Kourdi, Written to celebrate the Institute's centenary, The Marketing Century explains: how the key elements of marketing have developed; how the various aspects of marketing contribute to performance; what it is that great marketers do; and how the discipline of marketing may develop in the future. While The Marketing Century describes the years since 1911 it also describes the 21st Century: a time when the ability to understand and connect with customers is more rewarding, complex and valuable than ever. It explains: * The three forces shaping the past, present and future of marketing: globalization, technology and ethics * How people behave and connect - and how businesses can benefit from these insights * The need to manage for the long-term as well as the short-term * Marketing's impact on business strategy and leadership The last 100 years have seen a rapid rise in the impact of marketing. It is an activity which has grown in scope and significance, with more people than ever before now engaged in the exciting, fast-changing world of marketing. The...



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