



## Gurus on Marketing

By Sultan Kermally

Viva Books, 2008. Softcover. Condition: New. First edition. AN INFORMED AND INCISIVE one-stop resume of the Major "gurus" who have had a critical influence on marketing thinking and development. A book to bring you rapidly up to speed and to offer you fresh ideas to improve your own business. This is much more than just a series of summaries: Sultan Kermally has worked directly with many of the figures in this book, including Peter Drucker, Philip Kotler and Michael Porter. It's enabled him to summarise, contrast and comment on the key concepts with knowledge, depth and insight. He describes the key ideas of each "guru", places them in context and explains their significance. He shows you how they've been applied in practice, looks at their pros and cons and includes the views of other expert writers. He ends each chapter with a summary of key elements and lessons to take on board. He skilfully mixes relevant extracts from the "gurus" themselves with concise summaries and bullet-points, and adds further context by interweaving these with contributions from strategy experts such as Igor Ansoff and others. . The "gurus" covered in detail are Peter Drucker, Theodore Levitt, Michael Porter, Philip Kotler, Tom Peters,...



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