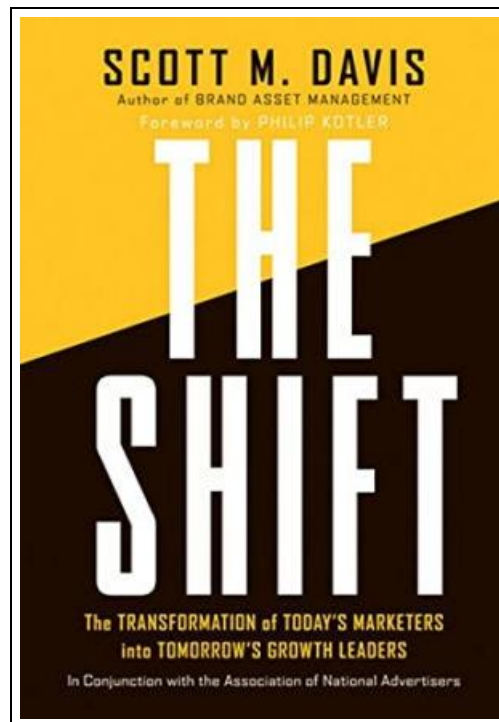


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John Wiley and Sons Ltd, United Kingdom, 2009. Hardback. Condition: New. Language: English . Brand New Book. How CMOs can use their knowledge of the market to create and drive organizational growth Illustrated with case studies from Wal-Mart to GE, 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.



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