



## Drucker on Marketing: Lessons from the World's Most Influential Business Thinker (Hardback)

By William Cohen

McGraw-Hill Education - Europe, United States, 2012. Hardback. Book Condition: New. 231 x 150 mm. Language: English . Brand New Book. THE ESSENTIAL MARKETING WISDOM OF PETER DRUCKER Bill Cohen has done us a wonderful service by faithfully combing through Peter Drucker's vast writings and weaving together Peter's thoughts on marketing. This has never been done before. -- Philip Kotler, from the Foreword Considered the single most important thought leader in the world of management, Peter Drucker had an equally significant influence on the discipline of marketing. Although he didn't approach marketing with the same systematic rigor he reserved for management, Drucker addressed the topic in detail in his well-known treatises on the roles of profitability and leadership, the importance of innovation, and the need to seize new opportunities. 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 only outlines Drucker's marketing philosophy but provides practical advice on how to achieve marketing goals in today...



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