

Marketing_Is_Everything

Harvard Business Review LogoTechnology and analyticsMarketing Is Everything by Regis McKennaFrom the Magazine (January February 1991)PostPostShareSaveBuy CopiesPrintLeer en espa olLer em portugu sPostPostShareSaveBuy CopiesPrintThe 1990s will belong to the customer. And that is great news for the marketer.A version of this article appeared in the January February 1991 issue of Harvard Business Review.RMRegis McKenna is chairman of , Inc., a Palo Alto, California, marketing consulting company that advises high technology companies worldwide.PostPostShareSaveBuy CopiesPrintRead more on Technology and analytics or related topics Marketing and Marketing industry