



## Marketing Express

By John L. Mariotti

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Marketing Express, John L. Mariotti, This title presents a fast track route to mastering all aspects of marketing. It covers all the key techniques for successful marketing, from CRM to brand management, and from failsafe planning to making the most of global opportunities. It features examples and lessons from some of the world's most successful businesses, including Sony, Volkswagen and Wal-Mart, and ideas from the smartest thinkers, including Regis McKenna and Philip Kotler. It includes a glossary of key concepts and a comprehensive resources guide. ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. ExpressExec is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and, Life and Work. ExpressExec is a perfect learning solution for people who need to master the latest business...



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