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THE MARKETING CENTURY: HOW MARKETING DRIVES BUSINESS AND SHAPES SOCIETY



John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, The Marketing Century: How Marketing Drives Business and Shapes Society, The CIM, Jeremy J. Kourdi, Written to celebrate the Institute's centenary, The Marketing Century explains: how the key elements of marketing have developed; how the various aspects of marketing contribute to performance; what it is that great marketers do; and how the discipline of marketing may develop in the future. While The Marketing Century describes the years since 1911...

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- Authored by The CIM, Jeremy J. Kourdi
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