



## Smartermarketing Formula for Ceos! (B2B Version): For Ceos Everywhere. the Inside Secrets On. Creating Better Customer Relationships to Build Bottom Line Profits

By Rick Pullan

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Why this book? Who was it that said the only purpose of business is to serve the customer ? This SmarterMarketing formula focuses on that. All else is secondary. The majority of CEOs don t trust marketers ability to deliver growth and the majority of Corporate Boards don t have Marketing Directors on them. So say several recent media reports. It doesn t matter which specific reports they are, the issue is that there is a worrying challenge to be addressed. Because when it s the custodian of customer connection, the Marketer, that s losing the vote of confidence, trouble is looming for business. This is why the time honoured SmarterMarketing formula is being published in book form. It s lonely at the top for CEOs. You re constantly in the spotlight, with people waiting for you to trip up. Empowerment and values are crucial for quality teamwork to deliver goals. But how do you ring-fence the challenging debates and lengthy discussions in a straightforward, relaxed, informed and non-threatening way? And review delivery at suitable intervals? And train...



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