The most relevant marketing book of our times **Tore thurshis my far this levely piece of veurb... a whole arm way of leaking at marketing? ** **Torigue-in-cheek..., It takes a complex aspect of business and makes it extremely simple. Four tigive it a miss. ? ** **MARKET TO BEAUTH T

Thorns To Competition

Filesize: 3.07 MB

Reviews

Complete guide for publication enthusiasts. I have read and i am sure that i will going to study again once again in the future. Your way of life period will be transform once you total looking over this publication.

(Shayne O'Conner)

THORNS TO COMPETITION



Vikas Publishing House Pvt Ltd., Noida, Uttar Pradesh, India, 2011. Soft cover. Book Condition: New. THORNS TO COMPETITION is a book that presents a set of competition-beating strategies to sell a product. It showcases the selling mantra of the 21st century through the acronym T-H-O-R-N-S. TARGET IT RIGHT | HIT WHERE IT HURTS | OBSESS WITH IT | REINVENT IT | NAIL IT | SELL IT. Arindam Chaudhuri is a management thought leader and teacher, entrepreneur, public speaker, author, economist and 3-time National Award winning film maker. He is the Honorary Director of the IIPM Think at IIPM, ranked as one of india's topmost B-Schools. He is also the founder of the Planman Group which has business interest in consulting, and media and entertainment. He is the Editor-in-Chief of the Sunday Indian-the only newsmagazine in the world that comes out in 14 languages. His firm Planman Media brings out the leading business magazines Business and Economy,4Pd Business and Marketing and Human Factor. Arindam is also the author of Planning India as well as the best-selling books Count Your Chickens before They Hatch, The Great Indian Dream (co-authored with Malay Chaudhuri), and Discover the Diamond in You. His public seminars on Leadership are a rage. He teaches Leadership and National Economic Planning in IIPM. Prof Rajita Chaudhuri is the Dean, Centre for Enterprise Management at the Indian Institute of Planning and Management, New Delhi. She is also a regular and well -acclaimed columnist of 4Ps Business and Marketing magazine. Over the years, she has been involved with various training and development activities of the institute and has conducted workshops for big and well-established industrial houses across India. Her expertise lies in a through knowledge of marketing strategy, business professionalism and the essence of team-building for achieving the required effectiveness. Her workshops are...

- PDF
- Read Thorns To Competition Online
- Download PDF Thorns To Competition

You May Also Like



You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the...

Download ePub »



Shadows Bright as Glass: The Remarkable Story of One Man's Journey from Brain Trauma to Artistic Triumph

Free Press. Hardcover. Book Condition: New. 1439143102 SHIPS WITHIN 24 HOURS!! (SAME BUSINESS DAY) GREAT BOOK!!.

Download ePub »



Games with Books: 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Download ePub »



Games with Books: Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Download ePub »



Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner...

Download ePub »