



The Big Book of Marketing: Lessons and Best Practices from the Worlds Greatest Companies

By Anthony G. Bennett

McGraw-Hill. Paperback. Book Condition: New. Paperback. 400 pages. Dimensions: 9.2in. x 7.3in. x 0.8in. A real world tool for helping develop effective marketing strategies and plans. -- Dennis Dunlap, Chief Executive Officer, American Marketing Association For beginners and professionals in search of answers. -- Stephen Joel Trachtenberg, President Emeritus and University Professor of Public Service, The George Washington University A must read for every business major and corporate executive. -- Clarence Brown, former Acting Secretary, U. S. Department of Commerce The Biggest Companies. The Boldest Campaigns. THE BEST INSIDERS GUIDE ON THE MARKET. The most comprehensive book of its kind, The Big Book of Marketing is the definitive resource for marketing your business in the twenty-first century. Each chapter covers a fundamental aspect of the marketing process, broken down and analyzed by the greatest minds in marketing today. For the first time ever, 110 experts from the worlds most successful companies reveal their step-by-step strategies, proven marketing tools, and tricks of the trade fascinating, exclusive, real-world case studies from an all-star roster of companies, including: ACNielsen Alcoa American Express Amtrak Antimicrobial Technologies Group APL Logistics Arnold AT and T Atlas Air Bloomingdales BNSF Boeing Bristol-Myers Squibb Burson-Marsteller BzzAgent Caraustar Cargill Carnival Coldwell...



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