



Enterprise Marketing Management: The New Science of Marketing

By Dave Sutton, Tom Klein, Sergio Zyman

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Enterprise Marketing Management: The New Science of Marketing, Dave Sutton, Tom Klein, Sergio Zyman, A groundbreaking paradigm that takes a scientific approach to marketing practice Top executives at the renowned Zyman Marketing Group introduce a revolutionary new method for marketing managers—Enterprise Marketing Management (EMM). EMM systematically links marketing to all the essential functions within an organization, realigning the enterprise to put marketing efforts and customer service at its core. With an introduction by marketing guru Sergio Zyman, Enterprise Marketing Management covers topics such as brand architecture, investment measurement, and how to engineer creativity. EMM, adopted by many Z-Marketing clients, is a proven strategy for transforming organizations and achieving bottom-line results. Dave Sutton (Atlanta, GA) is President/CEO of Zyman Marketing Group. He has more than eighteen years of experience in management and technology consulting. He is a frequent speaker on brand strategy, marketing strategy, and e-business strategy, and serves as President of the Strategic Leadership Forum. He is regularly quoted in Fortune, Forbes, eCompany Now, Upside, and the Chicago Tribune. Tom Klein (Atlanta, GA) is Vice President of Zyman Marketing Group. He has fifteen years of experience in strategy, information...



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This kind of publication is every little thing and taught me to looking ahead of time and a lot more. It is packed with wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

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