

## Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation



THUMBNAIL  
NOT  
AVAILABLE

Filesize: 2.89 MB

### Reviews

*This publication will be worth purchasing. It really is written in simple terms instead of difficult to understand. Its been designed in an exceptionally simple way and is particularly only right after i finished reading this ebook in which basically modified me, alter the way i believe.*  
*(Prof. Loyce Runolfsson Jr.)*

## MARKETING AS STRATEGY: UNDERSTANDING THE CEO'S AGENDA FOR DRIVING GROWTH AND INNOVATION

[DOWNLOAD PDF](#)

To save **Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation** eBook, remember to refer to the button under and download the file or get access to other information which are in conjunction with MARKETING AS STRATEGY: UNDERSTANDING THE CEO'S AGENDA FOR DRIVING GROWTH AND INNOVATION book.

Penguin, New Delhi, India, 2004. Hard Cover. Book Condition: New. Dust Jacket Condition: New. First Edition. Once viewed as a critical expenditure, marketing is now considered a cost sink. What happened? And what can marketers do to regain a prominent role in their organizations? Nirmalya Kumar argues that the only way for marketers to get back on the CEO's agenda is to tackle issues that merit the CEO's attention. The fate of marketing hinges on elevating the role of marketing executives from promotions-focused tacticians to customer-focused leaders of transformational initiatives that are strategic, cross-functional, and bottom-line oriented. Based on more than fifteen years of researching, teaching, and consulting in the field of marketing, *Marketing as Strategy* outlines seven organization-wide transformation initiatives that will win marketing a prominent seat at the executive table. Through revealing company examples, Kumar shows how focus on the "three Vs" the valued customer, the value proposition, and the value network can help marketers lead the shift: From tactical market segments to strategic segments that enable deep differentiation From selling commodity products to providing customer solutions From shunning new distribution channels to exploiting the right ones to generate growth From an organizational mind-set focused around countries and products to a global mind-set oriented around customers and relationships From aggressively acquiring brands to actively consolidating the brand portfolio *Marketing as Strategy* reveals what marketers must do to secure the future of their field and shape the destiny of their firms. Printed Pages: 288. Size: 16.5 Cms x 25 Cms.

- [Read Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation Online](#)
- [Download PDF Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation](#)
- [Download ePUB Marketing as Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation](#)

## See Also

---



**[PDF] TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2)(Chinese Edition)**

Follow the web link beneath to download and read "TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2)(Chinese Edition)" file.

[Read eBook »](#)

---



**[PDF] The Voyagers Series - Europe: A New Multi-Media Adventure Book 1**

Follow the web link beneath to download and read "The Voyagers Series - Europe: A New Multi-Media Adventure Book 1" file.

[Read eBook »](#)

---



**[PDF] Summer the 25th anniversary of the equation (Keigo Higashino shocking new work! Lies and true Impenetrable(Chinese Edition)**

Follow the web link beneath to download and read "Summer the 25th anniversary of the equation (Keigo Higashino shocking new work! Lies and true Impenetrable(Chinese Edition)" file.

[Read eBook »](#)

---



**[PDF] How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book**

Follow the web link beneath to download and read "How The People Found A Home-A Choctaw Story, Grade 4 Adventure Book" file.

[Read eBook »](#)

---



**[PDF] McGraw-Hill Reading Phonics And Phonemic Awareness Practice Book, Grade 3 (2001 Copyright)**

Follow the web link beneath to download and read "McGraw-Hill Reading Phonics And Phonemic Awareness Practice Book, Grade 3 (2001 Copyright)" file.

[Read eBook »](#)

---



**[PDF] Found around the world : pay attention to safety(Chinese Edition)**

Follow the web link beneath to download and read "Found around the world : pay attention to safety(Chinese Edition)" file.

[Read eBook »](#)



**[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half**

Access the link beneath to read "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half" PDF file.

[Download eBook »](#)

---



**[PDF] Read Write Inc. Phonics: Blue Set 6 Non-Fiction 2 How to Make a Peach Treat**

Access the link beneath to read "Read Write Inc. Phonics: Blue Set 6 Non-Fiction 2 How to Make a Peach Treat" PDF file.

[Download eBook »](#)

---



**[PDF] The Official eBay Guide: To Buying, Selling and Collecting Just About Everything**

Access the link beneath to read "The Official eBay Guide: To Buying, Selling and Collecting Just About Everything" PDF file.

[Download eBook »](#)

---



**[PDF] Free to Learn: Introducing Steiner Waldorf Early Childhood Education**

Access the link beneath to read "Free to Learn: Introducing Steiner Waldorf Early Childhood Education" PDF file.

[Download eBook »](#)

---



**[PDF] Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)**

Access the link beneath to read "Two Treatises: The Pearle of the Gospell, and the Pilgrims Profession to Which Is Added a Glasse for Gentlewomen to Dresse Themselves By. by Thomas Taylor Preacher of Gods Word to the Towne of Reding. (1625)" PDF file.

[Download eBook »](#)

---



**[PDF] Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee**

Access the link beneath to read "Read Write Inc. Phonics: Orange Set 4 Storybook 2 I Think I Want to be a Bee" PDF file.

[Download eBook »](#)