

1. Record Nr.	UNINA9910139561203321
Autore	Bird Andy
Titolo	The growth drivers [[electronic resource]] : the definitive guide to building marketing capabilities // Andy Bird and Mhairi McEwan
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, 2012
ISBN	1-119-96119-X 1-119-20815-7 1-283-33775-4 9786613337757 1-119-96118-1
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (318 p.)
Classificazione	BUS043000
Altri autori (Persone)	McEwanMhairi
Disciplina	658.8/02
Soggetti	Market segmentation Economic development Investments
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Understanding the growth drivers -- pt. 2. How to transform marketing capabilities to drive growth -- pt. 3. Sustaining growth in practice.
Sommario/riassunto	"The Growth Drivers is not only a practical guide to building marketing capabilities it explains why it is critical that organisations invest in the capabilities needed to excel at customer-centric marketing to drive growth"--