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Sommario/riassunto

Corporate governance is a hot topic, as is the need for marketing to operate at board level. But no-one has yet brought the two issues together. This book changes that. Gerald Michaluk builds on the latest research to help marketing directors incorporate marketing systems and best practice into a board's decision-making process. Michaluk outlines marketing's key role in alerting the board to market conditions that merit adjustment of the corporate strategy, thus ensuring that strategy is based on sound intelligence and grounded in market reality. The book is illustrated with examples from a
