

1. Record Nr.	UNINA9910813764703321
Titolo	Current status and future direction : views from global thought leaders // edited by Goran Svensson
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2006
ISBN	1-280-70552-3 9786610705528 1-84663-075-4
Edizione	[1st ed.]
Descrizione fisica	74 p
Collana	European Business Review ; ; 18, no. 4
Altri autori (Persone)	SvenssonGoran
Disciplina	658.4;658.4012
Soggetti	Strategic planning Business planning
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di contenuto	Cover -- CONTENTS -- EDITORIAL ADVISORY BOARD -- Editorial -- Marketing strategy: taxonomy and frameworks -- Helping marketing research earn a seat at the table for decision-making -- Macromarketing: origins, development, current status and possible future direction -- The marketing code: unlocking the secrets of Dan Brown's success -- Call for papers.
Sommario/riassunto	This e-book includes articles from an exclusive group of "global thought leaders" by personal invitation from the editor. This selected group consists of academics that have had a lifetime of experience and collected perceptions in their field of expertise. The purpose of this special issue is to document and share parts of their accumulated lifetime knowledge. Their insights and reflections are valuable to the research community worldwide. It will also be of great importance to practicing managers in business.