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Altri autori (Persone)	MilesLouella
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Philip Kotler : the founding father -- David Aaker : brand equity trailblazer -- Jean-Claude Larreche : marketing strategy master -- Regis McKenna : the technology visionary -- Don Peppers and Martha Rogers : one-to-one gurus -- John Quelch : global marketing authority -- Al Ries : pioneer of positioning -- Don Schultz : integrated marketing communications innovator -- Patricia Seybold : customer experience expert -- Jack Trout : positioning pioneer -- Lester Wunderman : direct marketing missionary.
Sommario/riassunto	Conversations with Marketing Masters offers new insights by gathering the collected wisdom of the most influential marketing thinkers of our age, each of whom has given a structured interview. Covering a wide range of issues and illustrating concepts with cases of success and failure, these seminal dialogues offer a rare look at what made each master great - and a glimpse of the marketing future. The Marketing Masters featured are Philip Kotler, David Aaker, Jean-Claude Larreche, Regis McKenna, Don Peppers, John Quelch, Al Ries, Martha Rogers, Don Schultz, Patricia Seybold, Jack Trout

