

1. Record Nr.	UNINA9910831174903321
Autore	Michaluk Gerald
Titolo	The marketing director's role in business planning and corporate governance // Gerald Michaluk
Pubbl/distr/stampa	West Sussex, England : , : John Wiley & Sons Ltd, , 2007 ©2007
ISBN	1-119-20599-9 1-281-84123-4 9786611841232 0-470-98665-4
Descrizione fisica	1 online resource (314 p.)
Disciplina	658.4 658.401 658.422
Soggetti	Corporate governance Marketing executives
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	The Marketing Director's Role in Business Planning and Corporate Governance; CONTENTS; ACKNOWLEDGEMENTS; ACRONYMS USED IN THE TEXT; CHAPTER 1: BOARD LEVEL IMPLICATIONS; CHAPTER 2: WHO DO WE SERVE AS DIRECTORS?; CHAPTER 3: THE TOOLS AND AIDS AVAILABLE TO THE MARKETING DIRECTOR; CHAPTER 4: MARKETING ADVANTAGE FROM TOP DOWN AND BOTTOM UP; CHAPTER 5: CORPORATE GOVERNANCE AND RISK ASSESSMENT; CHAPTER 6: INNOVATION AND BUSINESS PLANNING RESEARCH; CHAPTER 7: BUSINESS PLANNING PROCESS; CHAPTER 8: BENCHMARKING PERFORMANCE; CHAPTER 9: CORPORATE SYSTEMS TO AID MANAGEMENT AND CONTROL CHAPTER 10: BOARDROOM POLITICS: "ONLY THE PARANOID SURVIVE" CHAPTER 11: THE STOCK MARKET; CHAPTER 12: FLOTATION AND BEYOND; CHAPTER 13: SHAREHOLDER VALUE; CHAPTER 14: COMPETENCE, INTEGRITY, HONOUR AND TRUST; APPENDIX 1: MARKETING MANAGEMENT SERVICES INTERNATIONAL LTD.; APPENDIX

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 Michluluk 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

---