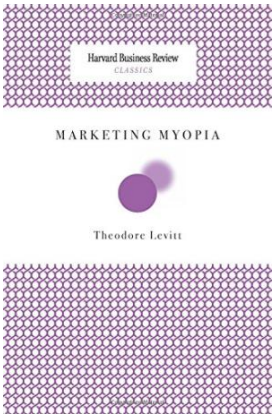
Get Kindle

MARKETING MYOPIA



Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Marketing Myopia, Theodore Levitt, At some point in its development, every industry can be considered a growth industry, based on the apparent superiority of its product. But in case after case, industries have fallen under the shadow of mismanagement. What usually gets emphasized is selling, not marketing. This is a mistake, because selling focuses on the needs of the seller, whereas marketing concentrates on the needs of the buyer. In...

Read PDF Marketing Myopia

- Authored by Theodore Levitt
- Released at -

DOWNLOAD

Filesize: 6.27 MB

Reviews

This sort of pdf is almost everything and taught me to hunting ahead of time and a lot more. It is writter in basic terms and not hard to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- ***Kyleigh Morissette***

Completely one of the best publication We have at any time read through. We have read and so i am confident that i am going to gonna go through once again once again in the foreseeable future. I am just easily could possibly get a pleasure of studying a written pdf.

-- ***Irwin Wisozk***

Related Books

- Hands Free Mama: A Guide to Putting Down the Phone, Burning the To-Do List, and Letting Go of Perfection to Grasp What Really Matters!
- Pickles To Pittsburgh: Cloudy with a Chance of Meatballs 2
- Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and...
- A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half
- The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)