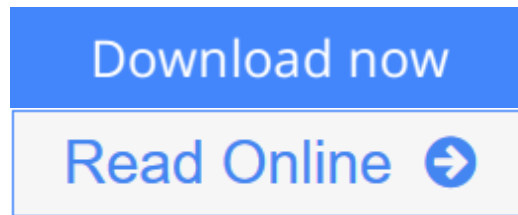


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By Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld



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HBR's 10 Must Reads on Strategic Marketing By Clayton M. Christensen, Theodore Levitt, Philip Kotler, Fred Reichheld Bibliography

- Sales Rank: #34393 in Books
- Brand: Harvard Business School Press
- Published on: 2013-04-02
- Original language: English
- Number of items: 1
- Dimensions: 8.25" h x 5.50" w x .75" l, .68 pounds

- Binding: Paperback
- 224 pages

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Editorial Review

About the Author

For over 30 years, Bob has worked with Senior Executive Teams and Boards on their most vital strategic and organizational challenges, both as a consultant and a corporate executive. He is considered one of the world's leading strategic facilitators, having designed and conducted offsites in sixteen countries with companies ranging from Fortune 10 multinationals to German mittelstand family businesses.

Bob is the author of four Harvard Business Review articles: Off-Sites That Work (June 2006, co-authored with Logan Chandler), When Teams Can't Decide (November 2008), Who Really Makes The Big Decisions in Your Company? (December 2011), and Leadership Summits That Work (March 2015, co-authored with Cary Greene). HBR named When Teams Can't Decide one of ten 'must read' articles on teams

CLAYTON M. CHRISTIENSEN is an associate professor of business administration at the Harvard Business School. Prior to joining the Harvard faculty, he was chairman and president of Ceramics Process Systems Corporation. He holds degrees from Brigham Young University and Oxford University, where he studied as a Rhodes scholar. He lives in Belmont, Massachusetts.

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Philip Kotler is the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University. Although best known as a marketing guru, Kotler trained as an economist. He did his master's studies at the University of Chicago under famed Nobel laureate and free-market evangelist Milton Friedman before moving to MIT to pursue a Ph.D. under Paul Samuelson and Robert Solow, two Nobel Prize-winning Keynesian economists. He is the author of more than fifty books, including the bestselling Marketing Management, and lives in Chicago.

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