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Enterprise marketing management : tahe neew science of marketing

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Abstrak

This book is the result of relentless hard work on the part of many talented people. While conducting research for the book and developing content, we had the pleasure of meeting and working with many marketers and hearing their stories? many of which became the foundations for case studies in this book: Lisa Gregg at American Express, Tim Riesterer at Ventaso, and David Perry at Aspen Skiing Company. We would like to thank everyone at Zyman Marketing Group for their dedication to bringing Enterprise Marketing Management to life with our clients across the globe. We would like to especially thank those colleagues that dedicated their personal time, of which there?s never enough, to the book. They?ve added content, been there to think through new ideas, advanced their own theories, and helped us to bring it all together. Thanks to Ric Alvarez, Art Ash, David Cross, Leanne Fesenmeyer, Linda Michaels, Michael Sinclair, Dave Singleton, and Jon Stewart for their energy, ideas, and general passion for great marketing. And, thanks to Denise Cowden and Veda Sammy for their creativity and patience in helping to develop and organize both the written and graphical content. Even though marketing is a science, they?ve helped us apply art where it?s necessary to help us communicate more clearly. And finally, even books about marketing need to be marketed. A special thanks to Chris Baradel and Linda Rondinelli for their help in applying all of the principles held within in order to get this book into your hands. Thanks to our agent, Jim Levine, for getting the project moving and helping along the way with his insights. Also, thanks to our editor at Wiley, Airié Stuart, for working with us to refine the manuscript and for keeping the project on track. A special thanks to Jay Busbee for both his creativity and his patience in learning our business, and Marie Pechet and Jonathan Baskin for working closely with us to refine our ideas and content. We owe both an apology and a debt of gratitude to numerous friends and family members who read our work, gave us honest feedback and, most important, put up with us during the long nights and weekends we committed to getting this book completed amid our already hectic work schedules. And, of course, a very special thanks to Sergio Zyman for giving us the inspiration to put our perspective into print. His spirited guidance and infectious passion for marketing have been and continue to be invaluable.