

Marketing As Strategy: Understanding The CEO's Agenda For Driving Growth And Innovation By Nirmalya Kumar

By Nirmalya Kumar

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Meet Kumar, the writer! HT Correspondent, Hindustan Times July 17, 2013 This holds true for Nirmalya Kumar who has authored six major books,

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Nirmalya Kumar is the author of Marketing As Strategy 1 review, published 2004), Private Label Strategy (3.92 avg rating, 2 Nirmalya Kumar s Followers

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Nirmalya Kumar | Marketing professor, speaker & -

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Currently Viewing Marketing As Strategy: Understanding the CEO's Agenda for Driving Growth and Innovation (eBook) Pub. Date: 5/5/2004 Publisher: Harvard Business

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Nirmalya Kumar is one of the world s leading thinkers on strategy and marketing Nirmalya Kumar is professor of marketing CEO s Agenda for Driving Growth

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Marketing, Strategy, Operations. Understanding the CEO's Agenda for driving Growth and Innovation. N Kumar. Nirmalya. Kumar, JA Narus.

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