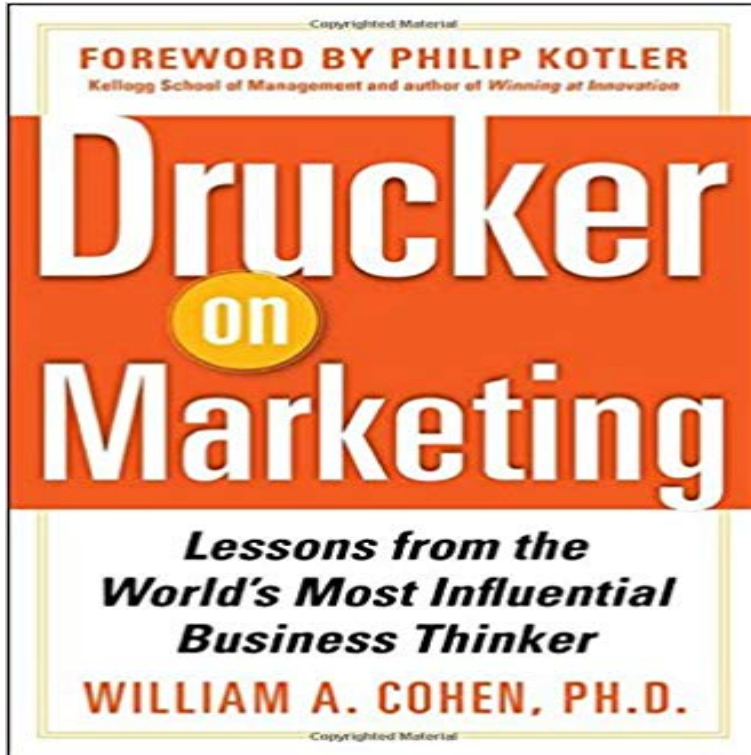


# Drucker on Marketing: Lessons from the Worlds Most Influential Business Thinker



THE ESSENTIAL MARKETING WISDOM OF PETER DRUCKER Bill Cohen has done us a wonderful service by faithfully combing through Peter Druckers vast writings and weaving together Peters thoughts on marketing. This has never been done before. -- Philip Kotler, from the Foreword Considered the single most important thought leader in the world of management, Peter Drucker had an equally significant influence on the discipline of marketing. Although he didnt approach marketing with the same systematic rigor he reserved for management, Drucker addressed the topic in detail in his wellknown treatises on the roles of profitability and leadership, the importance of innovation, and the need to seize new opportunities. Drucker on Marketing is the first comprehensive look at the marketing wisdom of one of modern historys most influential business thinkers. A former student of Peter Drucker, William Cohen has sifted through Druckers huge body of work, singled out his most salient ideas on marketing, and constructed them into a framework that not only outlines Druckers marketing philosophy but provides practical advice on how to achieve marketing goals in todays business setting. The book is organized into five thematic sections: The Ascendancy of Marketing Innovation and Entrepreneurship Druckers Marketing Strategy New Product and Service Introduction Druckers Unique Marketing Insights For Drucker, profitability should not be the main focus of a business. The customer should be; the market should be. He didnt consider marketing as one of many tools to generate profits. Rather, he viewed marketing as the driving force of business, a philosophy for defining and capturing the most enriching customer opportunities. Providing unique insight into the mind of one of the twentieth centurys greatest thinkers, Drucker on Marketing is an essential read

for both marketing professionals and fans of Peter Drucker. Praise for Drucker on Marketing Bill Cohens interpretation of Druckers work has never been needed more than today, when marketing spells the difference between success and failure. -- Frances Hesselbein, President and CEO, The Frances Hesselbein Leadership Institute It is my desire that those in positions of influence, especially executives, professors, and students, take Cohens advice in this book to heart and help their organizations to help us all. -- Joseph A. Maciariello, Horton Professor of Management, The Drucker School of Management, and coauthor of The Drucker Difference Drucker on Marketing reflects Bill Cohens unique ability to understand and communicate Peter Druckers thoughts and ideas about [marketing] with the added touch of how to implement them in a dynamic and changing world. -- C. William Pollard, Chairman Emeritus, The ServiceMaster Company Drucker said it best when he said that marketing and innovation are the most important business functions because they generate new customers. So, believe me, anything he said about marketing is worth reading. Theres no better thinker. -- Jack Trout, global marketing expert, President, Trout & Partners Ltd., and bestselling coauthor of Positioning Bill Cohen has synthesized and analyzed and brought to life the single subject that, in many respects, lies at the heart of all of Druckers writing: how to create a customer. This is a major contribution. -- Rick Wartzman, Executive Director, The Drucker Institute, and columnist for Forbes.com

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