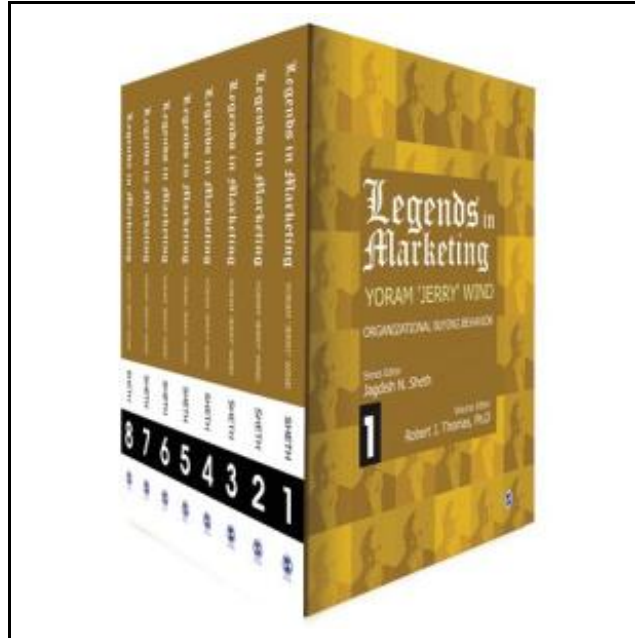


Legends in Marketing: Yoram Jerry Wind (Hardback)



Filesize: 7.11 MB

Reviews

*A really wonderful book with lucid and perfect reasons. This can be for all who statte there was not a worth reading through. You are going to like how the author write this book.
(Dr. Grady Jacobi DDS)*

LEGENDS IN MARKETING: YORAM JERRY WIND (HARDBACK)



Sage Publications India Pvt Ltd, India, 2014. Hardback. Book Condition: New. Eight-Volume Set ed.. 264 x 264 mm. Language: English . Brand New Book. The Legends in Marketing series captures the essence of the most important contributions made in the field of Marketing in the past hundred years. It reproduces the seminal works of the legends in the field, which are supplemented by interviews of these legends as well as by the opinions of other scholars about their work. The series comprises various sets, each focusing on the multiple ways in which a legend has contributed to the field. This set in the series, consisting of 8 volumes, is a tribute to Yoram Jerry Wind. Wind is internationally known for pioneering research on organizational buying behavior, market segmentation, conjoint analysis, and marketing strategy. Yoram Jerry Wind is the Lauder Professor of Marketing; Academic Director, The Wharton Fellows Program; and Director, SEI Center for Advanced Studies in Management at the Wharton School of University of Pennsylvania, USA. Professor Wind is one of the most cited authors in marketing. He is a regular contributor to the professional marketing literature, with 22 books and more than 250 research papers, articles and monographs on marketing strategy, marketing research, new product and market development, consumer and industrial buying behavior and international marketing. He is the recipient of numerous academic awards, including the four major marketing awards: the Charles Coolidge Parlin Award (1985), AMA/Irwin Distinguished Educator Award (1993), the Paul D. Converse Award (1996), and the Buck Weaver Award (2007). His 2004 book, *The Power of Impossible Thinking: Transform the Business of Your Life and the Life of Your Business*, draws on the latest research in neuroscience to explain how a person's mental models can distort perceptions, creating both limits and opportunities. He consults with...



[Read Legends in Marketing: Yoram Jerry Wind \(Hardback\) Online](#)



[Download PDF Legends in Marketing: Yoram Jerry Wind \(Hardback\)](#)

Other PDFs



The Adventures of a Plastic Bottle: A Story about Recycling

SIMON SCHUSTER, United States, 2009. Paperback. Book Condition: New. Children s Tk, Pete Whitehead (illustrator). Original ed.. 203 x 196 mm. Language: English . Brand New Book. Learn about recycling from a new perspective! Peek...

[Read ePub »](#)



The Web Collection, Revealed: Adobe Creative Cloud Update (Mixed media product)

Cengage Learning, Inc, United States, 2013. Mixed media product. Book Condition: New. Premium ed. 241 x 193 mm. Language: English . Brand New Book. Your Adobe Creative Cloud package includes two components: 1) Online access...

[Read ePub »](#)



Public Opinion + Conducting Empirical Analysis

SAGE Publications Inc, United States, 2011. Kit. Book Condition: New. Revised ed.. 279 x 217 mm. Language: English . Brand New Book. Public Opinion : One of the central tenets of a democracy is that...

[Read ePub »](#)



Hope for Autism: 10 Practical Solutions to Everyday Challenges

Seaborough Enterprises Publishing, United States, 2015. Paperback. Book Condition: New. Initial ed.. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. Hope for Autism: 10 Practical Solutions to Everyday...

[Read ePub »](#)



Violin Concerto, Op.82: Study Score

Petrucci Library Press, United States, 2014. Paperback. Book Condition: New. Urtext ed.. 274 x 213 mm. Language: English . Brand New Book ***** Print on Demand *****.Premiered by the renowned violinist Leopold Auer in St...

[Read ePub »](#)