DESCRIPTION

This book provides a clear practical introduction to shareholder value analysis for the marketing professional. It gives them the tools to develop the marketing strategies that will create the most value for business. For top management and CFOs the book explains how marketing generates shareholder value. It shows how top management should evaluate strategies and stimulate more effective and relevant marketing in their companies.

The original essence of the first edition has been maintained but obvious areas have been updated and revised, as well as, new areas such as technology have been addressed. The second edition of this book has been written by a ghost writer who has fully updated, enhanced and replaced statistics, case studies and other outdated content with the help of a select advisory panel, each of whom has acted as a subject expert, a guide and as part of a steering committee.

The highly prestigious panels of contributors include:

Jean-Claude Larréché – INSEAD

Veronica Wong – Aston Business School

John Quelch – Harvard Business School

Susan Hart – Strathclyde Graduate Business School
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Peter Doyle was internationally recognized for his teaching and research on marketing and business strategy. He was Professor of Marketing and Strategic Management at the University of Warwick Business School. Previously he held positions at the London Business School, INSEAD, Bradford and Stanford Universities.

He is the author of numerous papers which have appeared in most of the world’s top journals including the Journal of marketing, Journal of Marketing Research, Management Science and the Economic Journal. His other recent books are Marketing Management and Strategy and Innovation in Marketing.

He acted as a consultant to many of the most famous international companies including Coca-Cola, IBM, Nestlé, Cadbury-Schweppes, British Airways, Mars, Johnson & Johnson, Unilever, Shell, BP Amoco, AstraZeneca, Norvatis, 3M, Saatchi & Saatchi and Wal-Mart. He has also advised such professional bodies as Britain’s Cabinet Office, the Institute of Chartered Accountants, the Institute of Directors, the CBI, the Pacific-Asian Management Institute and the Singapore Department of Trade.

During his career, Peter Doyle ran executive programmes for senior managers throughout Europe, the United States, South America, Australia and the Far East. He was voted ‘Outstanding Teacher’ on numerous university and corporate courses. He held a First Class Honours degree from the University of Manchester and an MBA and PhD from Carnegie Mellon University, USA. His research twice led him to be awarded the President’s Medal of the Operational Research Society and the Best Paper Award of the American Marketing Association.