

<<企业规划与公司治理中市场总监的角色>>

图书基本信息

书名：<<企业规划与公司治理中市场总监的角色The Marketing Director's Role in Business Planning and Corporate Governance>>

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内容概要

Corporate governance is a hot topic, as is the need for marketing to operate at board level. But no-one has yet brought the two issues together. This book changes that. Gerald Michaluk builds on the latest research to help marketing directors incorporate marketing systems and best practice into a board 's decision-making process.

Michaluk outlines marketing 's key role in alerting the board to market conditions that merit adjustment of the corporate strategy, thus ensuring that strategy is based on sound intelligence and grounded in market reality. The book is illustrated with examples from a host of top companies, as well as interviews with their CEOs and CMOs.

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书籍目录

ACKNOWLEDGEMENTS ACRONYMS USED IN THE TEXT 1 BOARD LEVEL IMPLICATIONS The role of the board of directors The marketing director as a leader Types of director The managing director With great risk there has to be great rewards Company minutes and resolutions Summary 2 WHO DO WE SERVE AS DIRECTORS? Surveying the organisation Publics maps Company stakeholders Growth in consumerism The big picture Summary 3 THE TOOLS AND AIDS AVAILABLE TO THE MARKETING DIRECTOR Time management Assistants The marketing director 's primary areas of responsibility Information and its value Knowledge security Marketing intelligence Summary 4 MARKETING ADVANTAGE FROM TOP DOWN AND BOTTOM UP Leadership and leading by example C4IRS Communications and command Control Intelligence Surveillance Reconnaissance McKinsey 's 7-S model All together The open mind Breakthrough marketing Summary 5 CORPORATE GOVERNANCE AND RISK ASSESSMENT The FRC Code of Conduct What 's it all worth? Does anyone comply? Risk Summary 6 INNOVATION AND BUSINESS PLANNING RESEARCH Chicken or egg? Unique selling proposition Incremental improvements Traditional market research Validity and reliability Access to information Summary 7 BUSINESS PLANNING PROCESS Corporate vision mission and values How long should you spend on business planning? STORM The board 's role 8 BENCHMARKING PERFORMANCE The ABCD – WOW of benchmarking Project planning Summary 9 CORPORATE SYSTEMS TO AID MANAGEMENT AND CONTROL On Demand Relationship systems Summary 10 BOARDROOM POLITICS: “ ONLY THE PARANOID SURVIVE ” Boardroom threats Knowledge is power Standard protection mechanisms Risk takers Summary 11 THE STOCK MARKET The role of finance Shareholders Profit and loss accounts and balance sheets Gearing Investor evaluation of your stock Summary 12 FLOTATION AND BEYOND To float or not to float? Summary 13 SHAREHOLDER VALUE Return on investment The old military model of selection Summary 14 COMPETENCE, INTEGRITY, HONOUR AND TRUST The director 's role APPENDIX 1 APPENDIX 2 GLOSSARY OF MARKETING TERMS BIBLIOGRAPHY INDEX

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