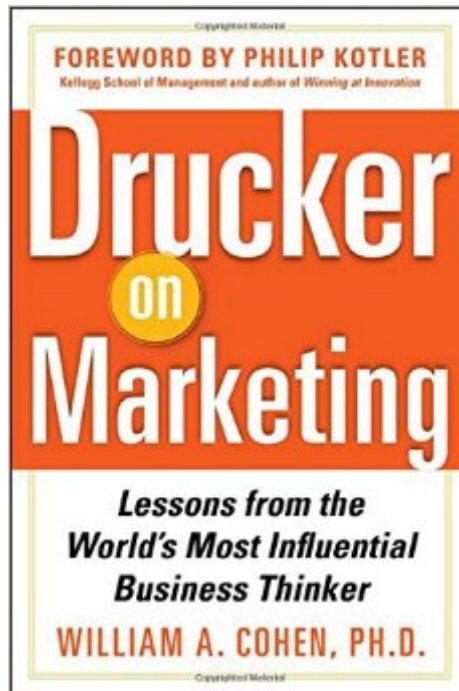


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# Drucker On Marketing: Lessons From The World's Most Influential Business Thinker



## Synopsis

THE ESSENTIAL MARKETING WISDOM OF PETER DRUCKER "Bill Cohen has done us a wonderful service by faithfully combing through Peter Drucker's vast writings and weaving together Peter's 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 didn't 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 history's most influential business thinkers. A former student of Peter Drucker, William Cohen has sifted through Drucker's huge body of work, singled out his most salient ideas on marketing, and constructed them into a framework that not only outlines Drucker's marketing philosophy but provides practical advice on how to achieve marketing goals in today's business setting. The book is organized into five thematic sections: The Ascendancy of Marketing Innovation and Entrepreneurship Drucker's Marketing Strategy New Product and Service Introduction Drucker's Unique Marketing Insights For Drucker, profitability should not be the main focus of a business. The customer should be; the market should be. He didn't 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 century's greatest thinkers, Drucker on Marketing is an essential read for both marketing professionals and fans of Peter Drucker. Praise for Drucker on Marketing "Bill Cohen's interpretation of Drucker's 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 Cohen's 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 Cohen's unique ability to understand and communicate Peter Drucker's 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.

There's 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 Drucker's writing: how to create a customer. This is a major contribution." -- Rick Wartzman, Executive Director, The Drucker Institute, and columnist for Forbes.com

## Book Information

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## Customer Reviews

Those of us who have read Peter Drucker on management spend our lives wishing every manager would read him and apply the wisdom, so this book starts off with a great pedigree. But Drucker was far more than mere management. Sprinkled throughout were huge object lessons for marketing as well. This book pulls together the best of the marketing advice in one compact package. Peter Drucker used to say that management gurus come and go, and as soon as he died, he would be forgotten like all the rest. It is Bill Cohen's mission that this not be so, and that the work of Peter Drucker must help influence managers and entrepreneurs of all stripes for all time. Thank goodness for Bill Cohen. The simple, direct style of Peter Drucker is replicated in this book. We get the message and we get examples. It doesn't bother Bill Cohen that he repeats himself again and again; the message must be imprinted, and the reader must not be diverted to some previous page for a reference or story. It's an example of Peter Drucker's influence. The essence of it all is that marketing is the entire enterprise as seen by the customer. As such, marketing is not only not Sales, it can be and often is in actual conflict with Sales. Sales is focused on selling, to the exclusion of all

else. Marketing carries responsibility for customer service, brand, reputation, labor relations, shareholders - basically everything everyone thinks they know about the product and the company. This is how I've always looked at business in my career in marketing, and it was often frustrating because of the traditionalists who would not hear of such heresy.

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