

Winning the Marketing War: A Field Manual for Business Leaders By Gerald A. Michaelson **Winning the Marketing war** It summarizes and integrates the strategic advice of such legendary figures as Sun Tzu Julius Caesar Niccoló Machiavelli Frederick the Great Napoleon Bonaparte Carl von Clausewitz Mao Tse-tung Dwight D:

Winning the Marketing wara

Winning the Marketing War combines the best of military strategy and the best of marketing strategy into an operations manual for business leaders. **Winning the Marketing wara** Strategic thinking from both Eastern and Western sources is molded into sound concepts for business and personal victories: **Winning the Marketing wara denniswatami** Divided into four useful sections the book How military strategy and war tactics can be adapted to business situations. **Winning the Marketing waratah** How to achieve creative new breakthroughs and win your marketing wars: **Winning the Marketing wara** Combat How to strategically shape and align your own business plans: **Winning the Marketing wara** Executive summaries at the end of each chapter review fundamentals and key ideas. **Winning the Marketing warak** Winning the Marketing War: A Field Manual for Business Leaders



. Eisenhower George Patton and many others. How to use fundamental military principles in business wars