



# **Marketing for the Nonmarketing Executive: An Integrated Resource Management Guide for the 21st Century (Library of Executive Excellence)**

*Norton Paley*

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What does a marketing-driven company stand for in the Internet age? As a nonmarketing executive, why should you give any attention to the subject? How would internalizing the fine points of the subject contribute to your effectiveness on the job? In the era of flat or e-business organizational structures, many executives and entrepreneurs suddenly discover they need to know more about marketing than they ever expected. If this sounds like you, *Marketing for the Nonmarketing Executive: An Integrated Resource Management Guide for the 21st Century* is the ideal resource.

This reference gives you comprehensive yet hands-on information about marketing management and competitive strategy in the Internet age. You will understand the various components of marketing, how they affect the entire organization, how to communicate and develop a better rapport with marketing professionals, and, more importantly, how to actively and effectively participate in marketing decisions. *Marketing for the Nonmarketing Executive: An Integrated Resource Management Guide for the 21st Century* teaches you how to think like a marketing strategist.

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