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THE CMO'S PERIODIC TABLE: A RENEGADE'S GUIDE TO MARKETING



Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, The CMO's Periodic Table: A Renegade's Guide to Marketing, Drew Neisser, Imagine how much you would learn if you could converse with 64 of the brightest minds in marketing. Now imagine if those conversations were focused on all the essential elements that go into being a top-notch chief marketing officer and organized into seven logical, intuitive categories. Now you can stop imagining, and start reading The CMO's Periodic Table, an essential...

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- Authored by Drew Neisser
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