



Legends in Marketing: Yoram Jerry Wind (Hardback)

By -

Sage Publications India Pvt Ltd, India, 2014. Hardback. Book Condition: New. Eight-Volume Set ed.. 264 x 264 mm. Language: English . Brand New Book. The Legends in Marketing series captures the essence of the most important contributions made in the field of Marketing in the past hundred years. It reproduces the seminal works of the legends in the field, which are supplemented by interviews of these legends as well as by the opinions of other scholars about their work. The series comprises various sets, each focusing on the multiple ways in which a legend has contributed to the field. This set in the series, consisting of 8 volumes, is a tribute to Yoram Jerry Wind. Wind is internationally known for pioneering research on organizational buying behavior, market segmentation, conjoint analysis, and marketing strategy. Yoram Jerry Wind is the Lauder Professor of Marketing; Academic Director, The Wharton Fellows Program; and Director, SEI Center for Advanced Studies in Management at the Wharton School of University of Pennsylvania, USA. Professor Wind is one of the most cited authors in marketing. He is a regular contributor to the professional marketing literature, with 22 books and more than 250 research papers, articles and monographs on...



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