



The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders

Scott M. Davis

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"More than ever, the role of marketing has to be to drive profitable growth by unlocking customer insights. The Shift provides inspiring examples of how leading marketers are getting it done."

—**Cammie Dunaway**, executive vice president of sales and marketing, Nintendo of America

"At Zappos.com we've always approached business in our own unique way. The Shift outlines many principles we holistically embrace. Kudos to Scott Davis for putting together such a great resource!"

—**Tony Hsieh**, CEO, Zappos.com

"The Shift is a great 'how-to book' for Visionary Marketers who want to stand out, help their company succeed by moving toward true accountability, and drive a business strategy that keeps the customer in mind, while never losing sight of the P&L."

—**Fisk Johnson**, chairman and CEO, SC Johnson

"The Shift's articulation of how marketing can drive a company's bottom line and a marketer's career makes it a must-read for any CEO who wants marketing to truly impact their company's bottom line."

—**CJ Fraleigh**, CEO, Sara Lee Retail and Foodservice

"Marketer as a P&L-oriented businessperson! This important book for senior executives provides a road map on how marketers and their organizations can shift their profiles, while driving bottom-line results."

—**Mark L. Vachon**, president and CEO, GE Healthcare, Americas

"The Shift charts a dramatic new role for marketing. A challenge every firm should embrace."

—**David Aaker**, vice chairman, Prophet; and, author, *Brand Leadership*

"The Shift has to become a way of life from the classroom to the boardroom. Davis's book brings a practitioner's perspective to this critical topic of marketers shifting to becoming more accountable and more personally responsible for driving growth."

—**Dipak Jain**, dean, Kellogg Graduate School of Management, Northwestern University

"Forget the CMO. Long live the integrated agenda of the Chief Growth and Visionary Officer!"

—**Joseph V. Tripodi**, chief marketing and commercial officer, The Coca Cola Company



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Mitchell Diaz:

This The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders book is not really ordinary book, you have it then the world is in your hands. The benefit you have by reading this book will be information inside this publication incredible fresh, you will get info which is getting deeper an individual read a lot of information you will get. That The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders without we understand teach the one who studying it become critical in imagining and analyzing. Don't become worry The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders can bring if you are and not make your handbag space or bookshelves' come to be full because you can have it with your lovely laptop even mobile phone. This The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders having great arrangement in word along with layout, so you will not feel uninterested in reading.

Lorraine Woodward:

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Patrick Allen:

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Jack Rolfes:

What is your hobby? Have you heard that question when you got scholars? We believe that that query was given by teacher to the students. Many kinds of hobby, Everyone has different hobby. And you also know that little person like reading or as looking at become their hobby. You should know that reading is very important in addition to book as to be the thing. Book is important thing to include you knowledge, except

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