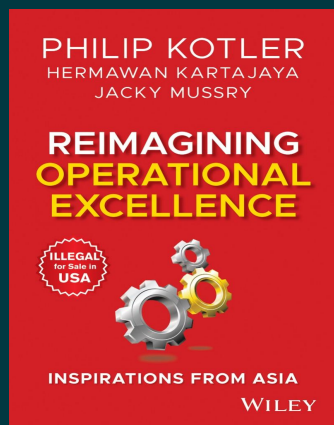




Reimagining Operational Excellence: Inspirations from Asia

By [Philip Kotler](#), [Hermawan Kartajaya](#), [Jacky Mussry](#)

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Description

The indisputable fact that the conventional marketing approach is no longer working. To help move us beyond the status quo, Reimagining Operational Excellence uses the new Omnihouse model, with world-class examples from Korea, India, Japan, Singapore, and China. This model puts the entrepreneurial and operational aspects of marketing at the center of the action. You'll explore how to marry the twin capabilities of innovation and incremental improvement into a single, workable whole. You'll also discover what it means to employ "technology for humanity" and to combine marketing and finance into an integrated, cooperative unit.

About the Author

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