The Shift: The Transformation of Todays Marketers into Tomorrows Growth Leaders by Scott M. Davis

Drive For Pervasive Innovation

Praise for The Shift

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 weve 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 Shifts articulation of how marketing can drive a companys bottom line and a marketers career makes it a must-read for any CEO who wants marketing to truly impact their companys 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. Daviss book brings a practitioners perspective to this critical topic of marketers shifting to becoming more accountable and more personally responsible for driving growth.
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

Features:
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My Personal Review:
Scott's latest book, The Shift challenges every marketer to take their game to the next level. And, fortunately for we readers Scott outlines specific hands-on actionable steps in how to do it. Interspersed throughout the book are company specific examples that bring this handbook to life. Scott's call is for marketers to shed their tactician role and become more visionary. He provides a path for marketers to get their foot into the C-suite. He cautions that having the potential to move up is not enough and that five `shifts' must take place for this happen. The book details these five shifts and what must be accomplished in order to move forward. I found the book most useful and full of practical advice as well as full of plenty of new thinking to challenge even the most seasoned marketer's mind. The importance of building customer connections; the need to add a P&L mindset to your marketing quiver even though you do not own the P&L; the need to support overall organizational growth; and embracing pervasive innovation are just a sampling of the challenges Scott presents the reader. This is a must read for those looking to advance their careers and at the same time having a greater impact in their organization.

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