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BERNARD J. JAWORSKI, Book Reviews

According to the book "The PIMS Principles, linking strategy to performance" by Robert D. Buzzell and Bradley T. Gale, the correct title should be "Profit Impact of Market Strategy". Buzzell, R.D. & Gale, B.T., 1987. The PIMS (Profit Impact of Market Strategy) principles: linking strategy to performance, New York: Free Press.

The PIMS principles : linking strategy to performance in ...

The PIMS principles : linking strategy to performance by Buzzell, Robert D. (Robert Dow), 1933-Publication date 1987 Topics Strategisches Management, Strategische Planung, Marketing, Unternehmensplanung, Mercadologia, Strategische planning, Marketing Planning, Strategic planning, Marketing -- Management, Stratégie marketing, Management -- ...

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