

Download Harvard Business School Careers Marketing

“I knew Harvard Business School was a great place to work... It was evident that HBS had a distinctive blend between the business world and higher education.”Synopsis Throughout this guide to marketing careers, Harvard Business School career development experts discuss the interests, challenges and rewards of a management career in marketing. A bibliography provides further useful information.Harvard Business School faculty, alumni, and students reveal firsthand insights into the industry The 2001 edition of the Harvard Business School Guide to Careers in Marketing is an indispensable resource for anyone considering a job search in marketing or strategic planning.Note: Citations are based on reference standards. However, formatting rules can vary widely between applications and fields of interest or study.