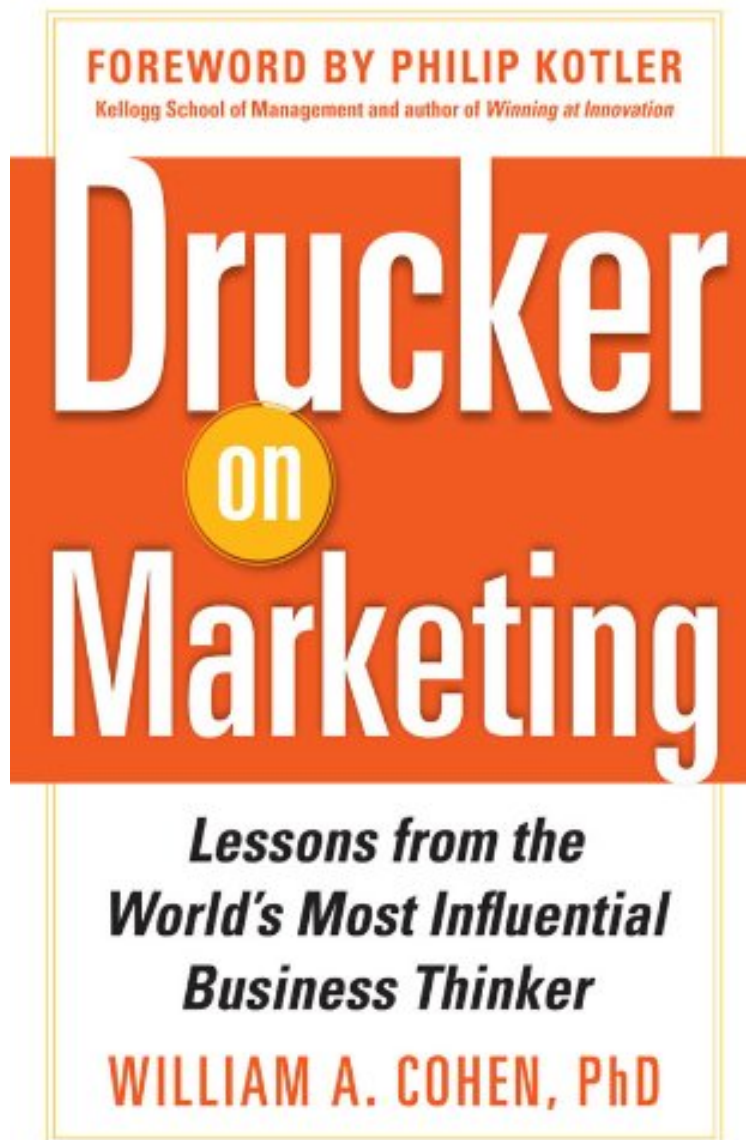


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Drucker on Marketing: Lessons from the World's Most Influential Business Thinker

William Cohen

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PhD program Drucker developed and taught for practicing executives at the Peter F. Drucker and Masatoshi Ito Graduate School of Management at Claremont Graduate University where Cohen now serves on the Board of Visitors. He writes a monthly column, "Lessons from Peter Drucker," for several Internet newsletters including Human Resources IQ and is president of the California Institute of Advanced Management, located in El Monte, California.