



Marketing Driven Revenue Growth

A Guide to Organic Growth

By **Donald R Lehmann** (Columbia University, USA)
Scott Sanderude

ABOUT THE BOOK

This book provides a readable and concise guide for anyone desiring to grow an existing business “organically.” It also provides guidance for entrepreneurs starting a new business. It explains why growth is valuable and different ways to achieve it focusing on new products, brands, and customers. It also explains how to evaluate and implement growth options while summarizing much of the information in tables that can be used as templates for the various stages of the growth process. It includes a syllabus for teaching the material in a one-week “Block Week” (9–5) format.

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READERSHIP

Academics and researchers in the field of marketing and entrepreneurship; Executives, Marketing Managers, CMOs, Chief Growth Officers and professionals specializing new businesses; Non-Profits, Government Agencies and People involved in new product development and R&D.

ABOUT THE AUTHORS

Donald R Lehmann is the George E Warren Professor of Business Emeritus at Columbia University Graduate School of Business, where he has been a faculty member for 54 years. He has published over 200 articles (16 of which have won best paper awards and have received over 30,000 citations) and seven books (two of which have won awards). His research has spanned many areas including consumer behavior, managerial decision making, marketing strategy, and the impact of marketing on firm value. During that time, he served as Vice Dean, Director of the PhD program,

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and chair of the Marketing Division at Columbia as well as Executive Director of the Marketing Science Institute and as President of the Association for Consumer Research. He is a fellow of the American Marketing Association, the Association for Consumer Research, and Institute for Marketing Science. He has served on the editorial boards of several journals and was editor of the *International Journal of Research in Marketing* and the founding editor of *Marketing Letters*. He has a BS degree from Union College and an MSIA and PhD from Purdue.

Scott Sanderude is the recently retired SVP of Marketing and Product Management at Dyno Nobel. His 38 year career included numerous senior sales, marketing and operational roles. His business expertise is in driving profitable, organic growth including 14 years in sales and marketing for Dow Chemical, and nearly 18 years at Praxair (now Linde) where he was Vice President of Global Market Development and Marketing. He served as a guest lecturer on marketing, branding, and driving organic growth at B2B companies for several MBA programs including working with Professor Lehmann for 14 years at Columbia University. He served on the Executive Committee of the Marketing Science Institute for 15 years and as the chairperson for 5 of those years. He helped MSI launch the roundtable sharing concept blending forward thinking practitioners with leading academics on topics such as marketing competencies, marketing education, customer focus, and organic growth through innovation. He holds a BA in Business from Principia College and an MBA from Harvard Business School.

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