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The PIMS principles : linking strategy to performance. Responsibility Robert D. Buzzell, Bradley T. Gale. Imprint New York : Free Press, c1987. Physical description xiii, 322 p. : ill ; 25 cm. Available online At the library. SAL3 (off-campus storage) Stacks Request (opens in new tab)

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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.

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The Profit Impacts of Marketing Strategies (PIMS) Study grew out of a quest for general principles of strategy. The study itself began in 1972 and collected data on over 3,000 business units in 450 corporations for periods ranging from two years to over a decade. Even twenty years after its original publication, there isn't anything quite like it.

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The Pims Principles Linking Strategy PIMS Principles explains all of the recent fads typical of the corporate boardroom in a logical, empirical way. Topics that every strategist should balance but don't include relative market share, relative product quality, relative productivity, and investment intensity.

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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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