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Paul teaches in the fields of health and social care, leadership, management and governance. He is Course Director for the MSc International Health Services and Hospital Management, and Module Leader for the modules "Management and Leadership", "Strategic Management", "Management in Action" and "Governance".

## **Our staff | London South Bank University**

J. Paul Peter is another very highly regarded marketing educator and is also at UW-Madison. He has won

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many awards for his contributions through research, textbooks, and education. James H. Donnelly, Jr. Is the Turner Professor in the College of Business and Economics, Univ. of Kentucky. Research areas include marketing and banking.

## **Amazon.com: Marketing Management: Knowledge and Skills**

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Peter F. Drucker views that the purpose of a business is to create customer. Marketing is the basic and important function in a business entity which, through on analysis of internal and external environments, guides the company to achieve marketing objectives as well as the company objectives.

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## **What is Marketing? Fundamentals of Marketing Management ...**

Marketing Management Knowledge and Skills 11th ed. by J. Paul Peter and James H. Donnelly Jr. Section 4, p. 251 "Case 2 Southwest Airlines 2011" article by Andrew C. Inkpen 4.

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