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Createspace, United States, 2014. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This book focuses on the new frontier of applying the Six Sigma discipline to an integrated, enterprise-wide strategy to create measurable capabilities in sustaining top-line growth. This book can be listened to on two different levels. First, it introduces marketing managers and executives to Six Sigma (at a high level) and suggests a unique approach to applying its...

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- Authored by Ade Asefeso MCIPS MBA
- Released at 2014



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