

## List of 50 Gurus Who Have Shaped the Future of Marketing

1. David Aaker (E.T. Grether Professor of Marketing and Public Policy)
2. Tim Ambler (Senior Fellow, London Business School)
3. Simon Anholt (Branding Consultant)
4. Michael J Baker (Special Professor)
5. Drayton Bird (Direct Marketing Guru)
6. Stephen Brown (Postmodern Provocateur)
7. Dave Chaffey (Internet Marketer)
8. Hugh Davidson (Offensive Marketer)
9. Leslie De Chernatony (Professor of Brand Marketing)
10. Mark Earls (Executive Group Planning Director, Ogilvy)
11. Barry J Gibbons (Former CEO of Burger King; Consultant and Author)
12. Malcolm Gladwell (Writer)
13. Seth Godin (Permissive Man)
14. Dr Evert Gummesson (Professor of Service Management and Marketing)
15. Gary Hamel (Strategist)
16. Sam Hill (Radical Marketing Consultant)
17. John Philip Jones (Professor of Advertising and Communications)
18. Hermawan Kartajaya (Asia's Leading Marketing Strategist)
19. Bruce Kasanoff (President, Now Possible)
20. Philip J Kitchen (Chair in Strategic Marketing, Hull University Business School)

21. Naomi Klein (Journalist and Activist)
22. Ardi Kolah (Consultant)
23. Philip Kotler (S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management)
24. Theodore Levitt (Edward W. Carter Professor of Business Administration Emeritus at Harvard Business School)
25. Martin Lindstrom (Brand Guru)
26. Steve Luengo-Jones (All-to-One Advocate)
27. Malcolm McDonald (The UK's Most Pre-eminent Marketer)
28. Regis McKenna (Marketing Consultant to Technology Firms)
29. Frederick Newell (CEO, Seklemian/Newell)
30. Kenichi Ohmae (Globalization Strategist)
31. Stanley Paliwoda (Professor of International Marketing)
32. A. Parasuraman (James W. McLamore Chair in Marketing, University of Miami)
33. Don Peppers (One-to-One Champion)
34. Tom Peters (Management Guru)
35. Nigel Piercy (Professor of Marketing)
36. John Quelch (Senior Associate Dean and Lincoln Filene Professor of Business Administration, Harvard Business School)
37. Cees Van Riel (Professor of Corporate Communication)
38. Al Ries (Chairman, Ries & Ries)
39. Martha Rogers (One-to-One Champion)
40. Don E. Schultz (Professor of Integrated Marketing Communications,

Northwestern University, Illinois)

41. Peter Senge (Director, Center for Organizational Learning at the Sloan School of Management, Massachusetts Institute of Technology)
42. Patricia B. Seybold (Internet Thought Leader)
43. Jagdish N. Sheth (Professor of Marketing)
44. Rajendra Sisodia (Trustee Professor of Marketing, Bentley College)
45. Merlin Stone (IBM Professor of Business Transformation)
46. David Taylor (Brand Consultant)
47. Jack Trout (President, Trout & Partners)
48. Hugh Wilson (Visiting Fellow, Cranfield School of Management)
49. Yoram Wind (Lauder Professor and Professor of Marketing, Wharton School, University of Pennsylvania)
50. Sergio Zyman (Chairman and CEO, Zyman Marketing Group)