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1, 1925, – June 28,

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2006) was a German American economist and a professor at the Harvard Business School. He was editor of the Harvard Business Review, noted for increasing the Review's circulation and popularizing the term globalization. In 1983, he proposed a definition for corporate purpose: "Rather than merely

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making money, it is to  
create and keep a  
customer".

## Theodore Levitt

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Theodore. Book.

English. 2d ed. Published

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“ What business are you really in? ” and with it the claim that, had railroad executives seen themselves as being in the transportation

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Every major industry was once a growth industry. But some that are now riding a wave of growth enthusiasm are very much in the shadow of decline.

~~What Business Are You~~

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A seminal book that I  
read exactly forty years  
ago – in 1978:

Marketing for Business  
Growth, by Theodore  
Levitt (Levitt died in  
2006, and his book was  
first published in 1969  
under the title, The  
Marketing Mode).

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~~Growth, Forty Years on |  
Customer Think~~

Guru Theodore Levitt.

Feb 27th 2009. Born in

Germany where his  
father was a cobbler,

Theodore (usually  
known as Ted) Levitt

(1925-2006) emigrated to  
the United States with his  
parents at the age ...

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