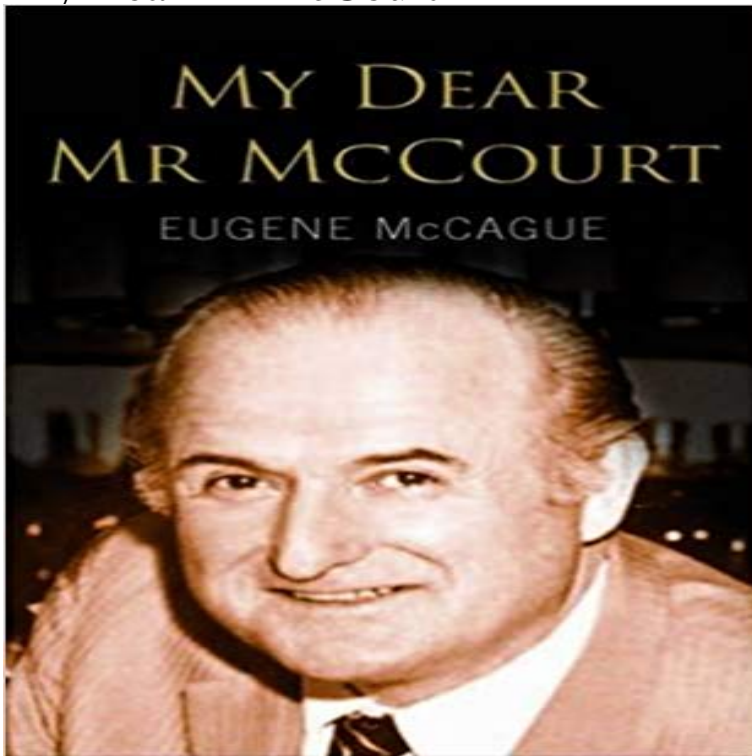


My Dear Mr McCourt



Kevin McCourt can fairly be described as one of the first truly professional managers in Irish business and as one of its most distinguished leaders. No-one else in Irish business could point to a career at the top, spanning over four decades, and incorporating such diverse industries as tobacco, (as marketing director of P.J. Carroll), broadcasting (as Director General of RTE), distilling (as Managing Director of United Distillers) and steel (as Chairman of Irish Steel). He had also been closely involved with the Federation of Irish Manufacturers and in the early days of the Industrial Authority. Regardless of the industry involved, regardless of whether the business was state-owned or family dominated, whether centuries old or just starting out, he approached each role with the same all-consuming drive, pragmatism and desire to be successful. He was international and global in his outlook, before most others in Irish business became so, and he was a pioneer in advocating the critical importance of marketing, advertising and brand awareness as well as the imperative of seeking out export markets.

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My Dear Mr McCourt by Eugene McCague (Paperback, 2009) eBay Dear Mr. Michelson, I am Sean Patrick McCourts - Based on Kevin McCourt's extensive personal papers and on many other archives, this is not only the biography of an outstanding Irishman but also an **Eugene McCague (Author of My Dear MR McCourt) - Goodreads Kevin McCourt Biography Launch.. My Dear Mr McCourt. Declan McCourt and Richard Burrows. There was a large gathering in the Shelbourne Hotel, of family My Dear Mr McCourt: Eugene McCague: 9780717146581: Amazon Kevin McCourt Biography Launch.. My Dear Mr McCourt. Declan McCourt and Richard Burrows. There was a large**

