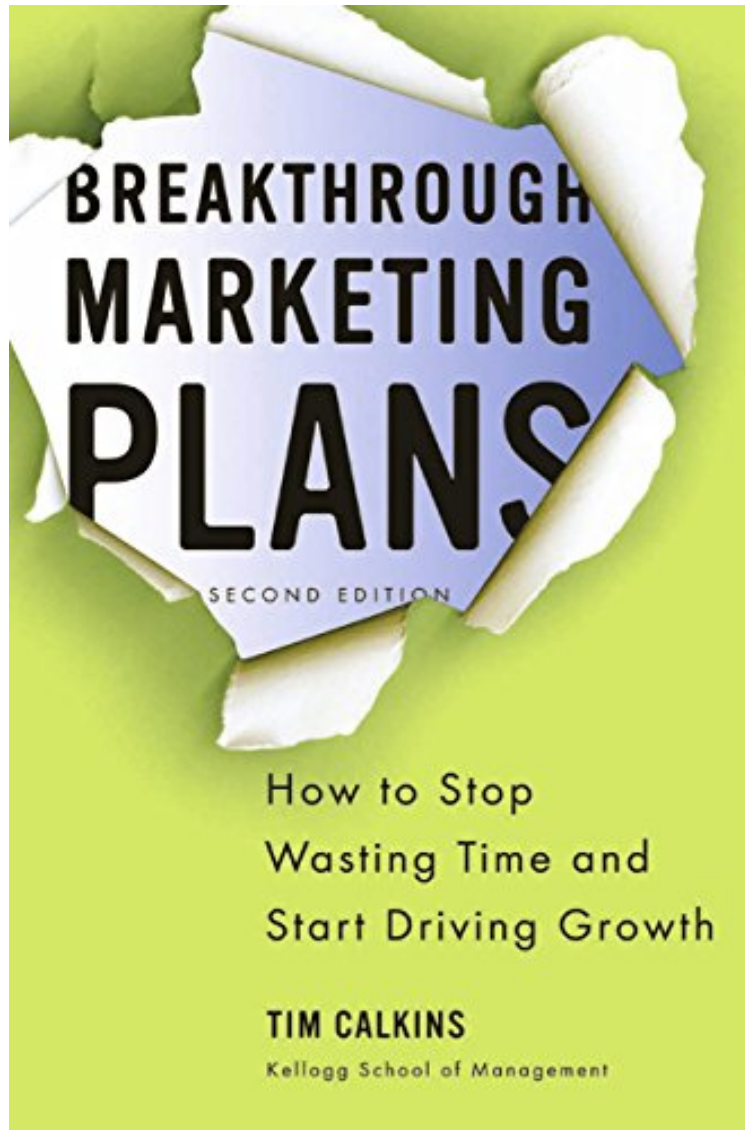


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Breakthrough Marketing Plans: How to Stop Wasting Time and Start Driving Growth

T. Calkins

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Almost every company creates a marketing plan each year, and many spend hundreds of employee hours researching,

preparing and presenting their tomes to senior executives. But most marketing plans are a waste of time; they are too long, too complicated and too dense. They end up sitting on a shelf, unread and unrealized. Breakthrough Marketing Plans is an essential tool for people who create marketing plans and people who review them. The book provides simple, clear frameworks that are easy to apply, and highlights why marketing plans matter, where they go wrong and how to create a powerful plan that will help build a strong, profitable business.