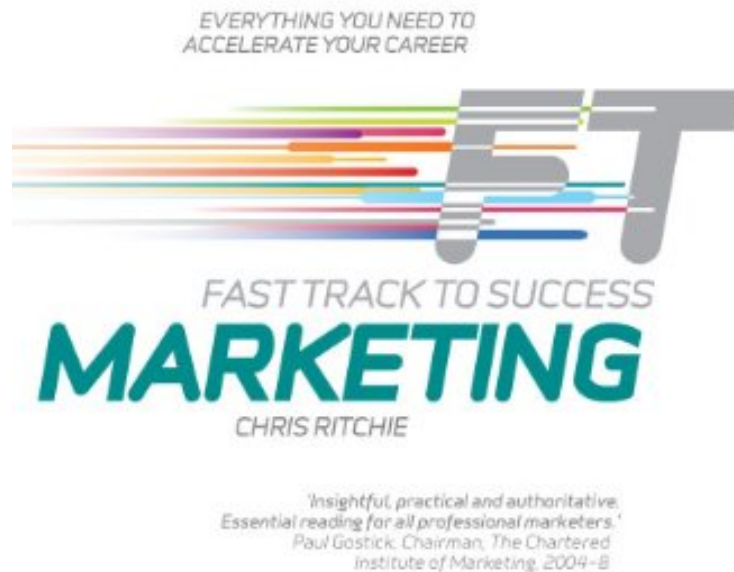


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From the Back Cover **GET THE RESULTS YOU WANT IN MARKETING. FAST.** Marketing is all about relationships - relationships with your customers, with your brand, with the media and with your colleagues. Of all these relationships your relationship with your customers is still king. True marketing successes go beyond your product and create customer relationships with the company itself. The key to achieving this is to align your people, your processes and your company promises. **Fast Track to Success: Marketing** will teach you the key skills you need to excel in marketing and accelerate your career development. It includes: **Marketing in a nutshell** - a series of FAQs to give you a concise overview of the subject **The top 10 tools and techniques** you can use to help you develop your approach to marketing **Advice on leading your team** - how to decide your leadership style and build your team **Simple checklists** to help you identify the strengths and weaknesses of your capabilities and those of your team **Tips on how to progress your career**, whether it's your first 10 weeks in the job or whether you're looking to get right to the top - don't get left behind, set out on the **Fast Track** today. For more resources, log on to the series website at www.Fast-Track-Me.com. **EVERYTHING YOU NEED TO ACCELERATE YOUR CAREER**

About the Author
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Chris Ritchie
Chris is an experienced marketing professional with almost 25 years in a variety of sales and marketing roles covering most of the marketing spectrum. While much of that experience was gained in the technology industry, Chris has also an understanding of a range of other sectors having also worked in environments such as sports marketing, the public sector, financial services, manufacturing, the food industry and professional services including training and management consulting. After many years in corporate life, Chris is now a director of Sine Qua Non International Ltd, a growing marketing business focussed on driving revenue and building relationships for clients. Sine Qua Non focuses on experiential marketing and communications with an emphasis on sport and sponsorship, while sister brand Collumbell Communications offers PR and marketing services to the technology sector mid market. Together they share a common capability around the development and execution of marketing, PR, event and hospitality programmes. Clients they have worked with include SanDisk, Hitachi, Accenture, Imation, Avaya, Nokia, Ducati, Dorna, Attenda, SmartTrust, AOMi and Sun Microsystems. Chris received a BSc (hons) at the University College of Wales, Aberystwyth in 1984 and an MBA from Warwick University in 1995.