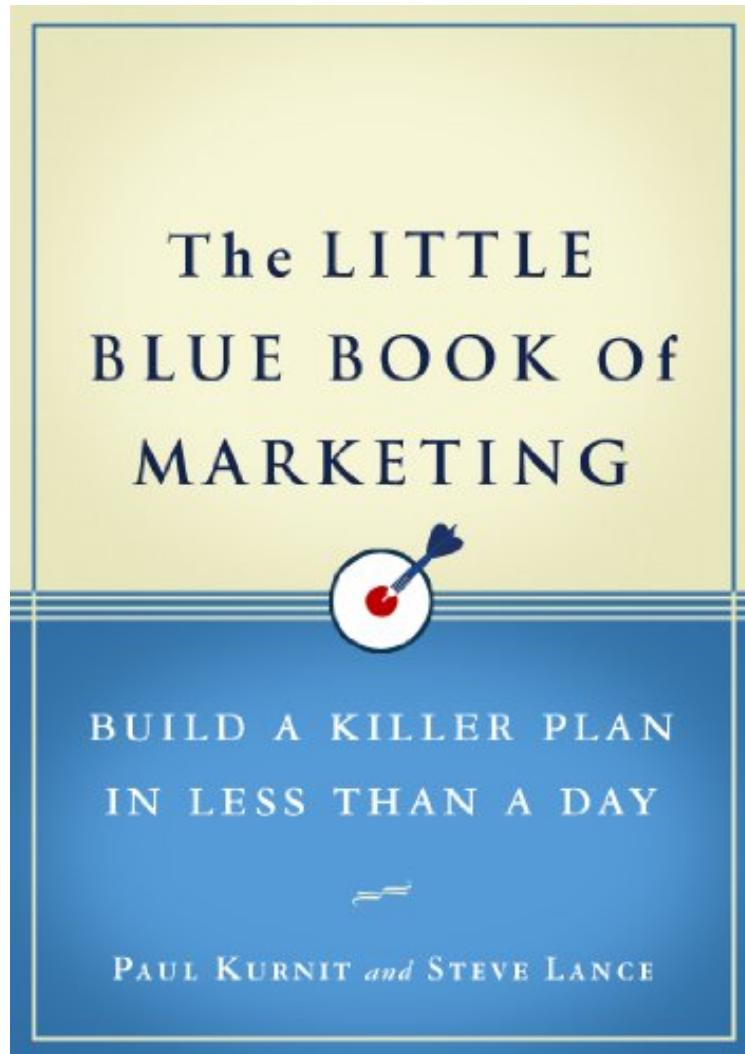


[Library ebook] The Little Blue Book of Marketing: Build a Killer Plan in Less Than a Day

The Little Blue Book of Marketing: Build a Killer Plan in Less Than a Day

Paul Kurnit, Steve Lance

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A step-by-step guide to creating an actionable marketing plan-fast A great marketing plan identifies where an organization is, where it wants to be, and how it will get there. Most companies think they already have such a plan-but often they really have only a budget, a sales goal, or an excuse. What's the solution? According to Paul Kurnit and Steve Lance, it's not about copying someone else's cookie-cutter plan, or retreading your own plan from years past. There's a far more effective option: harnessing the company's own internal brain trust to create something fresh and perfectly tailored. The authors show how to maximize collaboration among all key players in marketing, RD, research, sales, financial, legal, and senior management. When everyone combines their knowledge, the critical elements become clear, including brand positioning, target audience, and competitive strategy. Filled with easy-to-follow advice for businesses large and small, The Little Blue Book of Marketing is a powerful tool in a small package.

About the AuthorSteve Lance and Jeff Woll are partners at Unconventional Wisdom, a creative resource group. Lance was formerly a creative director with Della Femina, Travisano Partnersand creative director of NBC. Woll was a twenty-year veteran of OgilvyWorldwide, including stints as COO of their Montreal office and CEO of Ogilvy Mather Partners in New York. Both authors have won numerous industry awards.