



DOWNLOAD



Marketing Campaign Development: What Marketing Executives Need to Know about Architecting Global Integrated Marketing Campaigns

By Mike Gospe

Happy About. Paperback. Condition: New. 176 pages. Dimensions: 8.3in. x 5.4in. x 0.5in. This book is a practical, pragmatic how to book designed for hi-tech marketing operations, regional, and corporate marketing leaders at every level. This unique book takes you step-by-step through the disciplined, yet practical, process of architecting truly integrated marketing communications plans that work. In it, you will find a prescription for building a successful, repeatable campaign development process, including the necessary templates and helpful, practical techniques. This book is your guide that will show you how you can optimize your marketing efforts and achieve an even greater return on your marketing investment. While many of us will recognize a good, well-thought-out marketing campaign when we see one, the single, basic truth about world-class marketing campaign development is that it is easy to say, but hard to do. It is hard to do because we all like to take short-cuts. I hear the lament all too often: I'm over-worked don't have the time to think strategically or Planning is overrated. I just need to get these projects done. As a result, we take short-cuts like ready, fire, aim. Lack of planning is the slippery slope that leads to wasteful...



READ ONLINE

[5.29 MB]

Reviews

This book is very gripping and fascinating. Of course, it can be performed, nevertheless an amazing and interesting literature. I am just pleased to explain how this is basically the finest publication I have gone through within my very own lifestyle and might be the best pdf for possibly.

-- Prof. Beulah Stark

Complete information for publication fanatics. It is actually really intriguing through reading period of time. I am happy to explain how this is actually the greatest publication I actually have read inside my own daily life and may be the finest ebook for possibly.

-- Ms. Heidi Rath