



My Marketing isn t Working (Paperback)

By Martin Ellis, Susan Banfield

Lulu.com, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. My Marketing Isn t Working is a concise introduction to Strategic Marketing for B2B companies. It states that ineffective marketing is the most common reason given by companies struggling with business growth. It explains how these companies are usually over focused on marketing communications and ignore the more strategic aspects of marketing that underpin marketing success. It encourages a market-led business philosophy and introduces the MASC(TM) business model to achieve this. It covers the 8 common causes of poor results from marketing and a self-assessment quiz enables you to quickly identify your own business s weaknesses. It then provides 5 key secrets of how to use marketing more strategically to achieve higher levels of business growth. The book is based on the personal experience of the authors who are both Marketing and Business Growth Consultants and registered Expert Coaches. They have advised and supported many hundreds of companies on successful business growth projects.



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