

## Breakthrough Marketing Plans How To Stop Wasting Time And Start Driving Growth

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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.

Breakthrough Marketing Plans: How to Stop Wasting Time and ...

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Synopsis "Breakthrough Marketing Plans" shows how to create simpler and more powerful marketing plans in an age of increasing amounts of data, marketing tactics, and competitive pressure.After 11 years leading big brand names at Kraft Foods, Calkins is a veteran in the marketing field. He has ...

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