

The Marketing Director's Handbook

The definitive guide to superior marketing and business and boardroom success

Co-authored by Guy Tomlinson and Tim Arnold, *The Marketing Director's Handbook* will be published on September 15th 2008.

Are you ready for your biggest role yet? As marketing director, the stakes are bigger and the risks and rewards are bigger. Success will mean your business and career could soar. Failure could mean the end. Given the average tenure of a marketing director is just two years, the time available to deliver is short.

About the Handbook

The Marketing Director's Handbook is about creating, gaining and seizing success. It is designed to help you represent the marketing function at board level, optimise your marketing effectiveness and drive profitable business and personal success.

The book is truly unique:

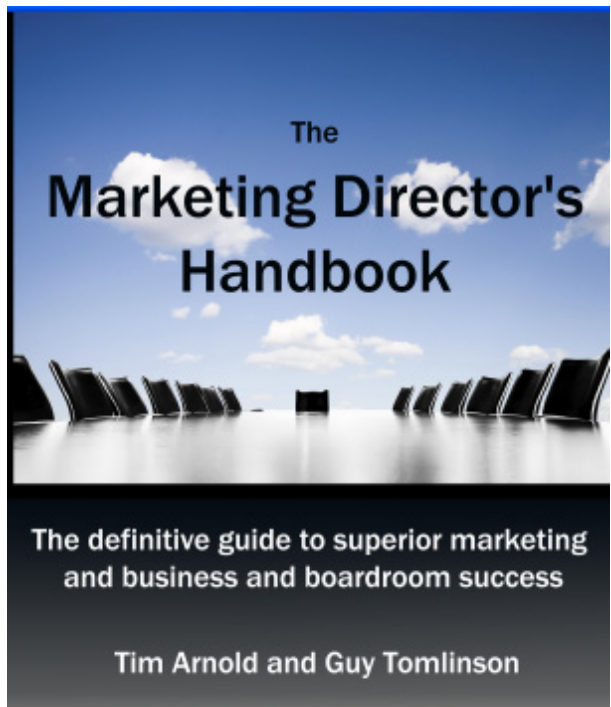
- **A single reference source, it contains practical advice, ideas, arguments and strategies to enhance the profitable growth and value of your organisation**
- **Structured to help you lead a marketing department, undertake key marketing activities and solve marketing problems**
- **Contains a comprehensive range of simple tools and models reflecting best market-place practices to help structure and enhance your thinking**
- **Concise, jargon free and easy-to-read, use and digest. Anecdotes and visuals breathe life into learning points. And chapters are usefully labelled by the type of job/activity they'll help readers to undertake**
- **Jam-packed with best practice insights and ideas. Unconventionally it focuses on practical learning points and not a compendium of case studies**
- **Based on sixty years of genuine experience and in-depth research with a hand-picked group of prominent marketing directors and gurus from The Marketing Society**

It will comprise 416 pages and be published in hardback (24cm h x 17cm w).

The price will be £49.99 inclusive of postage to UK addresses, (and plus postage of £6 to Europe and plus £10 to addresses outside of Europe). To order a copy of the book go to www.themarketingdirectors.co.uk or any good book-shop.

"Today's marketing director needs to be informed, analytical, creative, inspirationaland successful - fast. This book provides an ongoing guide to succeeding in the toughest job in business. Don't leave your desk without it."

Hugh Burkitt, Chief Executive, The Marketing Society



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Contents

- 30 chapters organised in four parts:

Part 1 Marketing Essentials - provides insights and ideas to help you get to grips with your role and make a positive first impression

Chapter 1 - Starting Out

Chapter 2 - The Role of Marketing in the Business

Part 2 The Marketing Year - covers all of the key strategy and planning activities that you are likely to undertake in a financial year

Chapter 3 - Strategy Development

Chapter 4 - Competitive Analysis

Chapter 5 - Setting Objectives and Measuring Marketing Performance

Chapter 6 - Customer Strategy

Chapter 7 - Product Strategy

Chapter 8 - From Strategy to Delivery

Chapter 9 - Financial Management and Pricing

Chapter 10 - Structuring the Function

Part 3 Operational Leadership - covers how to manage your department, colleagues and all of the key tasks you are likely to undertake on a day-to-day basis

Chapter 11 - Day to Day Management

Chapter 12 - Team Management and Development

Chapter 13 - Managing The Board and Business as a Whole

Chapter 14 - Managing Market or Customer Research

Chapter 15 - Managing Agencies

Chapter 16 - Brand Management and Positioning

Chapter 17 - Managing Customer Communications

Chapter 18 - Customer Relationship Management (CRM) and Database Marketing

Chapter 19 - Customer Channel Management

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Part 4 Major Project Planner- provides insight and advice to deal with a wide range of possible problems or challenges

Chapter 20 - Leading Projects

Chapter 21 - Creativity and Problem Solving

Chapter 22 - Restoring Growth

Chapter 23 - New Product and Service Development

Chapter 24 - Marketing and Digital Technology

Chapter 25 - Mergers and Acquisitions

Chapter 26 – Rationalisation or Downsizing

Chapter 27 - Culture Change

Chapter 28 - Crisis Planning and Management

Chapter 29 - Communicating with Other Audiences

Chapter 30 - Marketing and the Law

About the Authors

• Guy Tomlinson

After finishing his degree in Chemistry, Guy gained a classical consumer goods marketing training with Boots and Procter & Gamble. He has since worked for many other blue-chip organisations including PricewaterhouseCoopers, Reader's Digest and Omnicom. He has been a marketing director and business planning manager for ten years and a marketing consultant for fifteen years. He now runs brand insight, innovation and marketing consultancy, The Marketing Directors and works for many well known consumer goods, media and services organisations in the UK and beyond.



• Tim Arnold

Following a grammar school education, Tim joined Unilever and as part of their management training studied for the Diploma in Marketing. He then joined Wasey Campbell Ewald (part of the Interpublic Group) and soon joined the Board as head of the below the line group . For nearly twenty years Tim ran an independent marketing services agency group as well as helped start and head up The Institute of Sales Promotion. The last decade has seen Tim being a marketing director for a portfolio companies in b2b and b2c from electrical wholesalers, software to the baker of the best Cornish pasties in the world!

