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"Breakthrough Marketing Plans" is a short read that provides a lot of insight on the step-by-step process of creating a marketing plan. Tim Calkins (2008) is a professor of Marketing at Northwestern University's Kellogg School of Management, and has an extensive amount of experience creating successful marketing plans.

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Breakthrough Marketing Plans (2nd ed.) by Calkins, Tim (ebook)

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Breakthrough Marketing Plans ...

Breakthrough Marketing Plans has been part of my Marketing Issues for Engineers class since the first edition came out. Tim does a great job boiling down the intimidating marketing plan into some simple concepts that marketers and non-marketers can relate to. His framework keep you focused on the most important thing-accomplishing your business objectives.

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Wednesday, August 26, 2020 at 9:00 AM - 5:00 PM UTC+12. pin. Marketing Association New Zealand. 69 St Georges Bay Rd, Parnell, Auckland, New Zealand 1052. Show Map.

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