

The Marketing Director's Handbook by Tim Arnold and Guy Tomlinson

A Must-Have for the Business Bookshelf

A new, easy-to-use, resource for aspiring and practicing marketers is set to become an indispensable addition to any business must-read list

The expertise of two top marketing directors is concentrated in a new book to help marketers do their jobs; to step up to the board table and enhance the profitable growth of their businesses. In the tough economic climate and with recessionary fears abounding this makes the book a valuable and unique reference work that all businesses should have to hand.

The book, *The Marketing Director's Handbook*, is published on 15th September and is available at all good bookshops.



The two authors, **Guy Tomlinson** and **Tim Arnold**, are highly experienced marketers, having worked as marketing directors and consultants for several well known companies. Their CVs include management roles with Procter & Gamble, Unilever, and Reader's Digest and, as consultants, with Cadbury, the BBC and MacDonald's.

They both realised a gap in the market for insiders. Even though many books deal with different aspects of marketing, such as strategy and advertising, none deals with actual job of being a marketing director, and none covers both the marketing AND management essentials of the role.

"When I was made a Marketing Director of a large company – says Tim Arnold – I suddenly realised how much more there was to learn and there was no reference point". This is the main focus of the handbook: even after many years of experience within the industry, the shift to top positions is challenging and tough. This has been realised by

the authors through first-hand experience and is confirmed by many others. *“The average marketing director is in the post for 22 months – continues Guy Tomlinson – so the time available to deliver is short, and the risks and rewards are high.”* Adds Tim Arnold, *“The book has been designed to help the Marketing Director save time and money in planning and running marketing activities – it should be of significant benefit both internally and when working with agencies”*.

The book is also relevant to all directors who want to understand and enhance the marketing of their businesses. One of the main points stressed in the book is that the importance of marketing is surprisingly still not fully understood. *“Only 14 of the FTSE100 companies have a marketing director on the main board – says Guy Tomlinson – sometimes a ‘burning bridge’ is needed to reappraise the way things are done, and given the current recessionary fears in the UK economy, perhaps that time is now.”*

A perfect timing, in fact, for a book that deals with the real importance of marketing within a company and that has applications to all businesses. Drawing from immense personal experience and in-depth knowledge, the authors speak with confidence about their subject and draw trustworthy conclusions about the scope and limitations of marketing as an activity. The book is also a powerful reference work providing checklists, exercises and proforma documents to deal with a range of marketing issues from strategic planning, to structuring and leading a marketing team, creativity and problem solving, new product development, customer communications, CRM, mergers and acquisitions, business rationalisation and much more. Based on solid theory and empirical knowledge, it is a source of inspiration and advice that every aspiring or practicing marketer should keep close to hand.

Editors’ Note:

The book is self-published by Guy Tomlinson and Tim Arnold of The Marketing Directors.

About the Book

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, The Marketing Society and experts in particular marketing disciplines.

Hardback (24cm h x 17cm w), 416 pages, over 200 charts and checklists, price £49.99 or less.

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 developers and to the baker of the best Cornish pasties in the world!

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 where he specialises in consumer goods, media and services and consults for some of the world's leading brands including the BBC, Cadbury and McDonald's

The book is available from www.themarketingdirectors.co.uk and all good bookshops.

For further information, or to arrange an interview with the authors, or obtain digital photographs, please contact manuela.mesco@book-promotion.com or call **Guy Tomlinson** or **Tim Arnold** on 01628 400 699.