

The Marketing Director's Handbook

The definitive guide to superior marketing for business and boardroom success

Co-authored by Tim Arnold and Guy Tomlinson

Book reviews

- *"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**
- *"I devoured the book in 24 hours – it is a great read."* **Gordon Donkin, The Chartered Institute of Marketing**
- *"A substantial and impressive reference book and at £49.99 delivers excellent value for money"* **Anne Ward, Association for Qualitative Research In Brief Magazine**
- *"The most comprehensive guide yet, fully up to date and a great read. I'd have no hesitation in recommending Tim & Guys' book as an essential reference for all "sales & marketing" commercial professionals and the whole senior board in general as well as for those with career aspirations of their own. It is extremely well written by authors who really know what they're talking about, both in theory & practice, designed with plenty of punchy executive summaries, key diagrams, cross references and amusingly apt song title quotes to each chapter heading. An example of terrific market positioning in itself, the book will meet demand expectations for this essential, too oft or easily under rated, aspect of expertise in all successful businesses."* **Peter Lewis, Marketing Director (5* review on Amazon)**
- *"I highly recommend this VERY comprehensive book. And not just to marketing board members but too all board directors to help them understand just how good a marketing director has to be. And how complex is the 'ever evolving art and science' of a good marketing director."* **David Pinchard, Managing Director, Top Interim**
- *"The Marketing Director's Handbook is a travel guide, not a bible ...a partner, not a preacher. This book is a great reference for anyone working in Marketing or other commercial functions and industries, regardless of seniority. It's not just for Marketing Directors but if you work in or with Marketing, it's a book you might want to keep handy – it does what it says on the cover."* **Stuart Wilson, Category Director, Premier Foods**
- *"This book could save you hundreds of hours and thousands of pounds. Moving into ownership in a company which didn't warrant a full time heavyweight marketing director this book offers me that chance to have one on the desk rather than behind it. Good enough to lift our marketing well above what you would expect from a company our size."* **Nick Ringer, Executive Chairman, The Crantock Bakery**
- *"The business books that I find most useful are books that are filled with practical, proven frameworks, which can be applied to your business. "The Marketing Director's Handbook" is one of those books."* **Sam Cece, Chief Executive, StrongMail Systems, and author of blog, School of Hard Knocks**
- *"As a CEO who strongly believes that the strategic direction of a company is paramount to its success this book is a vital tool. A winning strategy cannot be achieved without a fundamental market need for the company's products and services. This book makes an excellent contribution to understanding how marketing works and its interaction with the rest of the organisation. It will be appreciated by all board members."* **Angus Fraser, Chief Executive, Greystock Management Ltd**
- *"In retailing it is easy to forget how important branding is and then how to use the data to help build the brand with a powerful impact on merchandise sales and pricing too. This book has a vital contribution in helping make this happen and in getting the board to understand that too"* **Tony Lahert, Principal, Step Solutions**