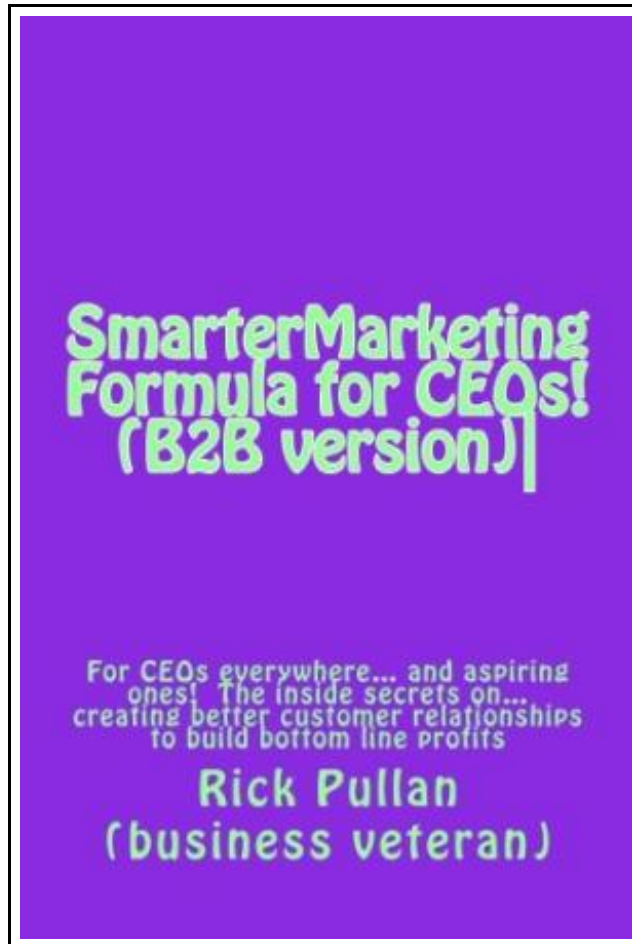


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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Why this book? Who was it that said the only purpose of business is to serve the customer ? This SmarterMarketing formula focuses on that. All else is secondary. The majority of CEOs don't trust marketers ability to deliver growth and the majority of Corporate Boards don't have Marketing Directors on them. So say several recent media reports. It doesn't matter which specific reports they are, the issue is that there is a worrying challenge to be addressed. Because when it's the custodian of customer connection, the Marketer, that's losing the vote of confidence, trouble is looming for business. This is why the time honoured SmarterMarketing formula is being published in book form. It's lonely at the top for CEOs. You're constantly in the spotlight, with people waiting for you to trip up. Empowerment and values are crucial for quality teamwork to deliver goals. But how do you ring-fence the challenging debates and lengthy discussions in a straightforward, relaxed, informed and non-threatening way? And review delivery at suitable intervals? And train and coach whilst empowering and motivating and inspiring your team? Formulae help. Tried and trusted formulae. Here's a 2 decade proven one for commerce. You might find it useful. If not I'll give you your money back. There's little risk anyway, just the cost of a book. Or even if you use the supporting website, it's just the price of a business lunch for 2, or the cost of a tankful of fuel for your executive car. There will be one thing at least you can learn and apply. The rest is a bonus. The power...



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