



Marketing Champions: Practical Strategies for Improving Marketing's Power, Influence, and Business Impact

Roy A. Young, Allen M. Weiss, David W. Stewart

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Praise for Marketing Champions

"Much has been written about the importance of using marketing principles and tools effectively. But we've paid far less attention to how marketing works within an organization--and how marketers can better interact with other prime movers in their companies. This book really delivers on this much-neglected subject--sounding a wake-up call to marketers everywhere on how to exert their influence and improve their contribution to cash flow."

--Philip Kotler, S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University

"The authors understand that marketing is now the most important force within an organization--if you can figure out how to coordinate the rest of your colleagues. This book shows you how."

--Seth Godin, author of Small Is the New Big

"This leadership guide is a must-read for every executive who wants to understand the crucial connection between marketing and bottom-line results."

--Warren Bennis, Distinguished Professor of Business Administration, University of Southern California, and author of On Becoming a Leader

"The best marketing leaders are those who can harness the power of the enterprise--not just lead the marketing team. This book will give you the ability to align and inspire the entire company."

--Jerry Noonan, Spencer Stuart

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