



# The Marketing Director's Handbook: The Definitive Guide to Superior Marketing for Business and Boardroom Success

*Tim Arnold*

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"The Marketing Director's Handbook" is the definitive practical guide for anyone managing or aspiring to manage a marketing function at board level. In a single reference source it contains practical advice, ideas, arguments, tools and strategies to enhance the profitable growth and value of your organisation. The book is structured to help the reader lead a marketing department, undertake key marketing activities and solve marketing problems. It contains a comprehensive range of simple tools and models reflecting best market-place practices to help structure and enhance your thinking. It is concise, jargon free and easy-to-read, use and digest. Anecdotes and visuals breathe life into learning points. Chapters are usefully labeled by the type of activity they'll help readers to undertake. It is jam-packed with best practice insights and ideas. Unconventionally, it focuses on practical learning points and not a compendium of case studies.



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