



## My Marketing isn t Working (Paperback)

By Martin Ellis, Susan Banfield

Lulu.com, United Kingdom, 2015. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. My Marketing Isn t Working is a concise introduction to Strategic Marketing for B2B companies. It states that ineffective marketing is the most common reason given by companies struggling with business growth. It explains how these companies are usually over focused on marketing communications and ignore the more strategic aspects of marketing that underpin marketing success. It encourages a market-led business philosophy and introduces the MASC(TM) business model to achieve this. It covers the 8 common causes of poor results from marketing and a self-assessment quiz enables you to quickly identify your own business s weaknesses. It then provides 5 key secrets of how to use marketing more strategically to achieve higher levels of business growth. The book is based on the personal experience of the authors who are both Marketing and Business Growth Consultants and registered Expert Coaches. They have advised and supported many hundreds of companies on successful business growth projects.



**READ ONLINE**  
[ 6.92 MB ]

### Reviews

*This book is definitely worth acquiring. I have go through and so i am certain that i will likely to read through again again in the future. Its been printed in an exceptionally basic way in fact it is only after i finished reading this publication in which actually altered me, change the way in my opinion.*

**-- Andres Bashirian**

*Comprehensive guide for publication fanatics. This really is for all who statte there had not been a well worth reading through. I discovered this ebook from my dad and i encouraged this book to find out.*

**-- Lacy Goldner**

## See Also



### [Dont Line Their Pockets With Gold Line Your Own A Small How To Book on Living Large](#)

Madelyn D R Books. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.This book is about my cousin, Billy a guy who taught me a lot over the years and who can teach you a lot. Everyone who...



### [Accused: My Fight for Truth, Justice and the Strength to Forgive](#)

BenBella Books. Hardback. Book Condition: new. BRAND NEW, Accused: My Fight for Truth, Justice and the Strength to Forgive, Tonya Craft, Mark Dagostino, This is the true story of a woman who prevailed against the most heinous accusations imaginable. Tonya Craft, a...



### [ESV Study Bible, Large Print \(Hardback\)](#)

CROSSWAY BOOKS, United States, 2014. Hardback. Book Condition: New. Large Print. 249 x 178 mm. Language: English . Brand New Book. The ESV Study Bible, Large Print edition transforms the content of the award-winning ESV Study Bible into a highly readable, large-print...



### [ESV Study Bible, Large Print](#)

CROSSWAY BOOKS, United States, 2014. Leather / fine binding. Book Condition: New. Large Print. 257 x 190 mm. Language: English . Brand New Book. The ESV Study Bible, Large Print edition transforms the content of the award-winning ESV Study Bible into a...



### [The Mystery of God s Evidence They Don t Want You to Know of](#)

Createspace, United States, 2012. Paperback. Book Condition: New. 276 x 214 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Save children s lives learn the discovery of God Can we discover God? What does science prove?Why we were never...



### [You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most](#)

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the fact that her mother winced a little...