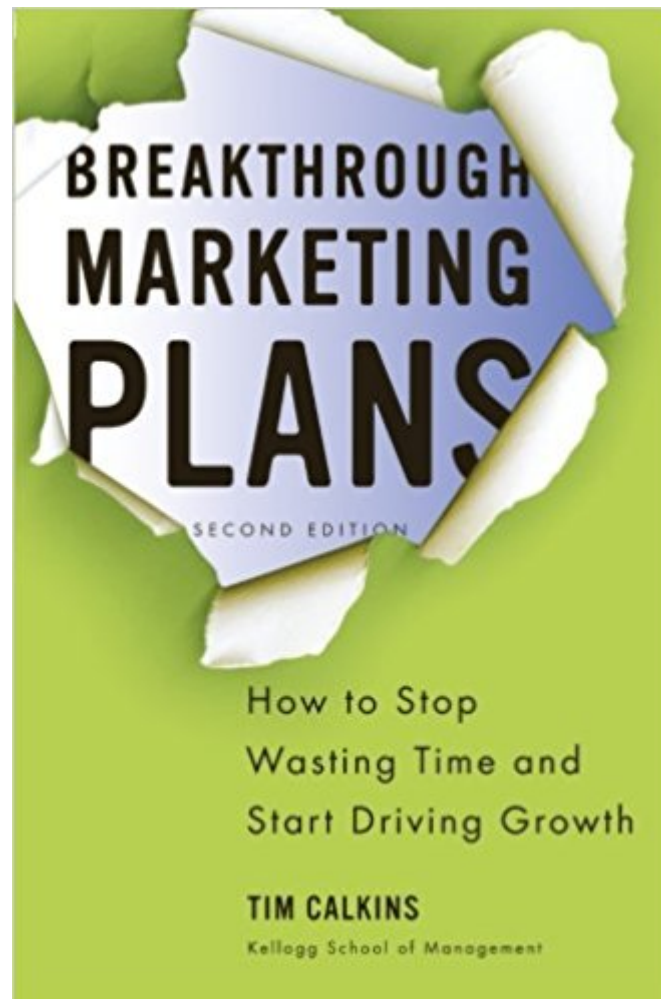


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# Breakthrough Marketing Plans: How To Stop Wasting Time And Start Driving Growth



## Synopsis

Breakthrough Marketing Plans shows how to create simpler and more powerful marketing plans in an age of increasing amounts of data, marketing tactics, and competitive pressure.

## Book Information

Paperback: 248 pages

Publisher: Palgrave Macmillan; 2 edition (December 11, 2012)

Language: English

ISBN-10: 0230340334

ISBN-13: 978-0230340336

Product Dimensions: 6 x 0.7 x 9.2 inches

Shipping Weight: 9.9 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars [See all reviews](#) (19 customer reviews)

Best Sellers Rank: #298,988 in Books (See Top 100 in Books) #51 in [Books > Business & Money > Processes & Infrastructure > Research & Development](#) #127 in [Books > Business & Money > Processes & Infrastructure > Operations Research](#) #236 in [Books > Business & Money > Marketing & Sales > Marketing > Research](#)

## Customer Reviews

(Full disclosure: I had the privilege of being taught by the author in a mini-MBA course.) The title and the packaging are clearly better suited for a seminar you bought watching a 2AM infomercial, because AMERICA! or something. But the plain truth is that this is a great book. It will, if nothing else, demonstrate the rigor involved with developing a marketing plan that attaches itself to the bottom line. Yes, there are numbers and you will be accountable. But that's a good thing! Far too often, marketing is relegated to the dustbin of sloganeering or somesuch. Nope, this will unfailingly help you be the link between corporate strategy and needle-moving growth. It's really that indispensable -- clearly written in crisp language, with ample examples to boot. Whether you're in a Very Large Company (TM) or a startup, there's an indispensable amount of wisdom in these pages.

Highly recommended read for those seeking assurance that their strategic marketing plans connect the dots and deliver the desired results. So many times, marketing plans devolve into a morass of media relations, tactical trade shows and budgetary considerations without much thought or review. This book really takes you through the steps and gives you concrete advice on how to plan, adjust and tweak your marketing plans to achieve the growth results you desire for your business.

Breakthrough Marketing Plans has been part of my Marketing Issues for Engineers class since the first edition came out. Tim does a great job boiling down the intimidating marketing plan into some simple concepts that marketers and non-marketers can relate to. His framework keeps you focused on the most important thing—accomplishing your business objectives. Whenever you are starting the marketing planning process, it is a good book to review.

Prof Calkins presents a complete process for developing and "selling" effective plans. The book reflects the fact that he has worked with countless executives in real business situations, resulting in useful solutions for the real world. I have had my agency partners read the book so we're all functioning at a higher level.

Tim's basic premise is that marketing plans should focus on just a couple major objectives, a few clear strategies, and a handful of high-impact tactics. Is he correct? Well, before I invested in the book I read the example marketing plan for Flahavan's Foods in the appendix. I thought to myself, "If I myself landed at that company tomorrow I would understand all the relevant business issues and be able to execute the plan without a hitch. Read the example plan yourself and see if you agree with me!"

This book is a must to anyone who is trying to bring a planning culture to their organization. It is informative because it teaches you how to write a good marketing plan. But more importantly, it shows a framework that will help you EXECUTE your plan by keeping it simple. I know several businesses who write marketing plans that are long, filled with extensive data - and it just sits there on the shelf. This book is different. I have used it extensively in two Fortune 500 companies as a guide within my teams and it works well.

I bought this book for the purpose of taking action on our marketing plans. We typically developed our budgets and plans every year and then forgot about them until the next year. This book provides a very practical guide for implementing those plans. I liked it so much that I provided it to all of our senior management team. What I like best is the narrowing of focus that is suggested in the book. So many times our plans were so extensive and elaborate that very little was put into action. By focusing on just one or two primary objectives we have been able to focus on getting results.

The book is quite useful conceptually. Same time I would have expected more fact and figures.

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