



The Secrets of Success in Marketing: How to accelerate your marketing performance

Ian Linton

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Marketing has never been more pressured than it is today, and . as a marketing professional, you are increasingly expected to do more for less and *The Secrets of Success in Marketing* is the book to offer some relief.

These are the real secrets, all learned from years of experience and successful marketing, and they're the secrets that the seriously successful use to stay ahead of the game.

A practical, project-based approach creates a series of self-contained guides to planning, implementing and managing consumer and business-to-business marketing projects – ideal for busy marketing professionals who want fast, focussed advice. Real-life examples and case studies are drawn from market leaders in a variety of sectors, and this insight combined with the expert experience of a renowned author create a unique approach to teaching the core skills of marketing.

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