



The Secrets of Success in Marketing: 20 ways to accelerate your marketing performance

Ian Linton

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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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