



# Marketing Alignment: Breakthrough Strategies for Growth and Profitability (Paperback)

By Mac McKinley

Hats Off Books, 2002. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. This guide will explain the crucial importance of sales and marketing alignment. Business executives must ensure that their corporate positioning, product positioning, value propositions, sales channel strategies, messaging, and targeting are all in true alignment with each other, as well as the expectations of your target market. Marketing inconsistencies result in expenses most businesses cannot afford. Every executive, from CEOs to the senior VPs, should read this book and implement a marketing alignment program if they expect to succeed and achieve some level of market leadership. Advertising legend Leo Burnett once said, It is essential for a brand to maintain a consistent face in every aspect of the media: in classical advertising, at point of purchase, through mailings, or even touch-screen interactive shopping. This book expands on that philosophy and threads it into every company message broadcast, written or spoken, from inside or outside the organization.



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