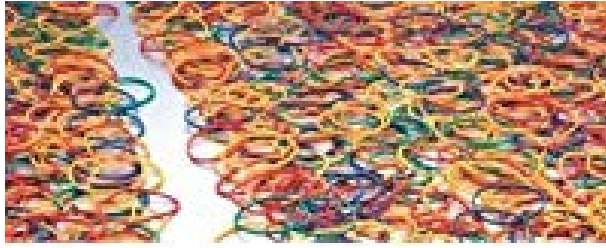


Marketing Resource Management: The noble art of getting things done in marketing. Efficiently.



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If one-third of the value of your company relates to goodwill, represented by the brand, you'd better have full control over marketing activities and marketing resources. To develop an MRM strategy you need to agree on the 4 efficiency directions, you need to select from the 10 Functional Areas and you need to allocate 5 marketing resources. This book provides the logic required.