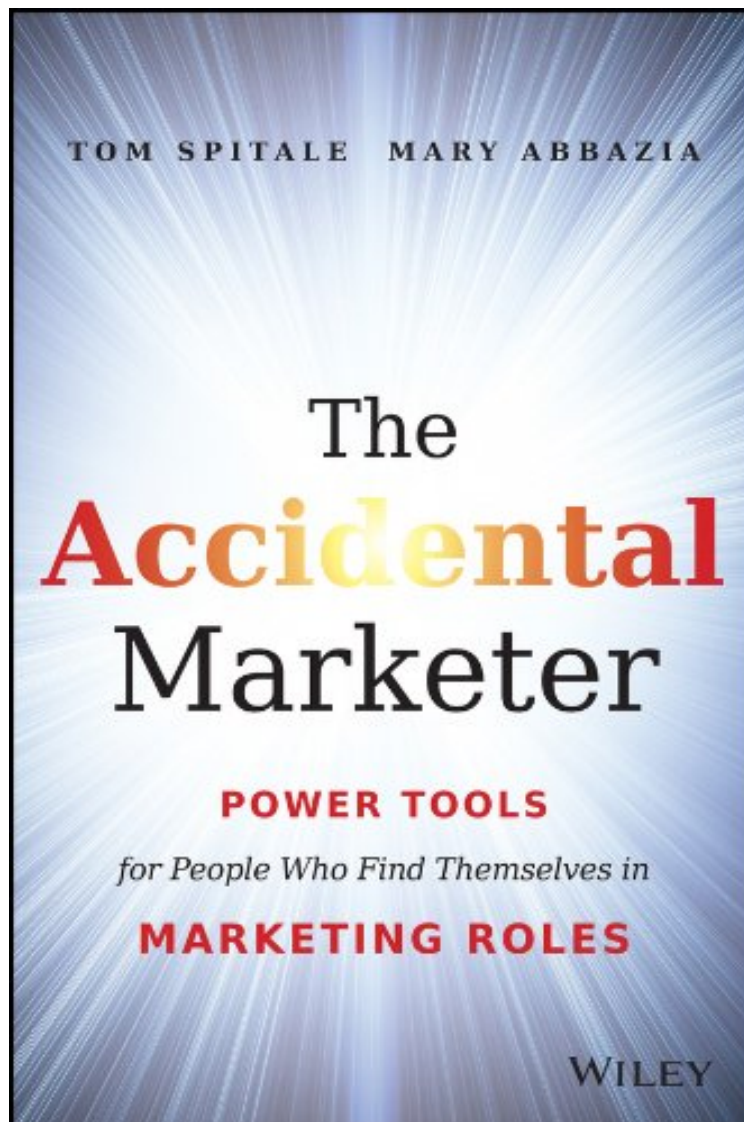


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The Accidental Marketer: Power Tools for People Who Find Themselves in Marketing Roles

Tom Spitale, Mary Abbazia

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Tom Spitale, Mary Abbazia : The Accidental Marketer: Power Tools for People Who Find Themselves in Marketing Roles before purchasing it in order to gage whether or not it would be worth my time, and all praised The Accidental Marketer: Power Tools for People Who Find Themselves in Marketing Roles:

0 of 0 people found the following review helpful. The ten strong tools for people who find themselves in marketing rolesBy George CastellionA long time ago I joined the RD department of a large materials company. Every day for

years I worked on a portfolio of new product development projects and made some important inventions and innovations. Every day my team struggled to bring a few product ideas to the commercial success. For a few we had memorable successes but they were hard won. One day I switched careers from technology to marketing hellip; I became an "accidental marketer" Because of that switch, I learned by experience some powerful marketing tools for converting product ideas into commercial successes. But as the saying goes, Experience is a hard teacher, first she gives you the test, then she gives you the lesson. The ten power tools presented by Tom Spitale and Mary Abbazia for people who find themselves in marketing roles are genuine and good. Reading the book, reflecting on the many case studies it contains, and using their power tool frameworks will give you lessons in developing differential advantage with ability to win. If you are a new accidental marketer, I strongly recommend this book. You will find a rigorous set of lessons needed before taking the unavoidable tests. If you like to learn for the sake of learning, you'll like this book. It moves along with informative and instructive awareness. If you are a seasoned marketer and you want to stay that way, click on the cover above and look inside at the Table of Contents. You'll see some new tools you need to come up to speed on. (One of these tools is Spitale and Abbazia's Ability to Win tool. In agreement, because of frustrating experiences with SWOT supporters, with these quotes from the book. "The Ability to Win tool trumps the overused and misguided SWOT analysis that many of our companies use in their brand plans." "We are very anti-SWOT because the analysis ignores customer needs and perceptions. After all, what good is a strength if it doesn't deliver something customers desire?" 10 of 10 people found the following review helpful. Highly Recommend this book By Customer When you apply the tools and techniques from Mary Abbazia and Tom Spitaler's book "The Accidental Marketer", the outcome is not accidental. I highly recommend this book for the "positioners" who constantly strive for the "unfair" competitive advantage and ability to win. 1 of 2 people found the following review helpful. An easy read with practical advise on how to steer your company toward success By Julie H. I had no idea how much I needed this book! The authors do a wonderful job at giving real life examples of companies who got it right along with those who didn't. The book is packed with tools you can use regardless of the size of your company. If the best way to learn is by mistake, this will allow you to learn quickly from the misfortunes of others with practical advise on how to avoid experiencing the same consequences.

A practical guide for inexperienced marketers who have to develop a marketing strategy With technology being built into products of all kinds, many businesses are hiring scientists, engineers, and designers to fulfill strategic marketing and product management roles. The Accidental Marketer is a practical guide for employees who are now responsible for developing strategy. These marketers will be able to immediately and successfully apply the ten tools featured in the book to create powerful strategies that increase sales and profits for any product in any industry. Explains how great marketers uncover insights about customers that competitors miss and use new insights to create a range of strategic options for their marketing plans Shows how the best marketers execute their strategies through developing innovative branding and communication plans and value propositions The Accidental Marketer allows any inexperienced marketer to step into a new role and develop an effective strategy.

From the Inside Flap As technology becomes more prevalent in everyday products and as more people become small business owners, nonmarketing professionals are increasingly finding themselves in traditional marketing roles. The Accidental Marketer: Power Tools for People Who Find Themselves in Marketing Roles is a practical guide for any professional looking to develop effective marketing strategy when they haven't done it before. Written by two widely respected marketing professionals who provide over 120 marketing workshops a year to corporate audiences, the book is based on the authors' 20+ year quest to understand the specifics of what drives marketing success. The Accidental Marketer follows the approach of the in-person strategy sessions that have been conducted for private clients over the past 35 years by the successful marketing consulting firm, Impact Planning Group. It gives readers a recipe they can use to obtain customer insights, create strategies based on those insights, and execute their initiatives through proper planning and positioning. These tools are straightforward and can be applied immediately to duplicate the successes of the companies spotlighted. The book's companion website offers bonus material as well as an assessment to help professionals determine where to focus their reading. Though all of the tools are inter connected, most of the chapters can largely stand on their own to provide immediate help for different marketing strategy needs. From the Back Cover Praise for The Accidental Marketer "An essential read for scientists and engineers who want to bring their inventions to market. The Accidental Marketer presents a valuable toolkit that should lead to better partnerships with marketing colleagues and drive results with customers." — Beth Comstock, CMO, GE "Spitale and Abbazia have written a very useful book, chock-full of interesting case studies. Easy to read, insightful and thought-provoking. These first-time authors are obviously very experienced marketers." — Don Peppers and Martha Rogers Ph.D., coauthors of Extreme Trust: Honesty as a Competitive Advantage "As we look for ways to differentiate and grow the business, I believe it is critical that our marketing and commercial organization have strong strategic marketing skills. These tools provide them with the right level of structure and

discipline, and help them have an 'outside in' mind-set. Additionally, this sound process, if adopted as an organization, can enable marketers from different backgrounds and geographies to have a common approach and language to exchange ideas.

— Alejandro Bernal, Executive Vice President and Area President, Europe, Africa, and Middle East Region, Zoetis

“For the past 10 years, my work with the authors has centered on aligning leaders around common goals and developing winning strategies. I found the model to be highly successful. The Accidental Marketer contains a clear and concise agenda for businesses that want to thrive in a world experiencing constant change.”

— Bryan C. Hanson, Group President, Medical Devices and U.S., Covidien

“Marketers can't rely on intuition to compete in today's dynamic markets. They need proven tools to lead their cross-functional teams in testing their assumptions, uncovering insights, and determining how to satisfy target customer needs better than anyone else. This book is an ideal resource for doing all of this and more. If you are an Accidental Marketer, this book is a must-read.”

— Robert Baker, Marketing Excellence Team, Pfizer Inc.

“Tom Spitale and Mary Abbazia are marketing consulting veterans with a unique way of conveying sage marketing advice in a compelling and convincing manner. The Accidental Marketer provides an excellent and very applicable step-by-step framework for designing robust marketing strategies for any industry, whether B2B or B2C. To the point and easy to read, the book is filled with simple but powerful planning tools to help answer key strategic marketing questions. In addition, the authors discuss many memorable case studies from a variety of industries to drive their point home. A must-read for anyone with new marketing responsibilities.”

— Michel Tuan Pham, Kravis Professor of Business, Columbia University

About the Author
TOM SPITALE has spent the last 20 years studying and unlocking the mysteries of marketing success. As a speaker, consultant and trainer he has launched thousands of strategic initiatives and plans in the Americas, Europe, and Asia for Fortune 500 companies and for lesser-known organizations in highly-specialized markets. Tom creates tools and frameworks that his clients use in workshop settings, helping them uncover the keys to differentiating their products and services in as little as two days. His goal is to help elevate the role of marketers in the modern organization to be the 'orchestrators of company strategy.' Prior to his consulting career, Tom held a variety of marketing, pricing, and actuarial positions for Walmart, General Electric, and Great American Insurance Company. He is a husband, father, entrepreneur, investor, musician, golfer, sports fan, spiritualist, and cook.

MARY ABBAZIA is Managing Director of Impact Planning Group where she guides global clients to grow profitably. She focuses on developing their marketing skills and creating fresh dynamic strategies. Mary also teaches at Columbia University School of Business' Executive Marketing Program and at the California Institute of Technology. Mary started her career at Intel and was Vice President of The BASES Group, where she forecasted new products and services. Over the past 25 years, her passion has been maximizing clients' potential. She has worked across virtually all industries as a speaker, executive educator, and business coach. Her practical approach and real-life experiences, combined with proven frameworks and tools, give clients real results. In addition, teams gain alignment and common language. Mary received her Bachelor of Science in Managerial Economics from the University of California at Davis and her MBA from Golden Gate University in San Francisco, CA. She lives in Connecticut with her family and enjoys hiking and learning about different cultures.