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## The Marketing Manifesto

*David James Hood*

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**David James Hood : The Marketing Manifesto** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Marketing Manifesto:

Marketing is key to the health and wealth of organisations and a vital component in business strategy. Despite the fact that it produces three times more value than any other facet of a business and continual major improvements in its evolution as a profession, marketing and marketers are often undervalued as part of the business and underexploited as a force for profit. It is time marketing - and the Marketer - became critical. The Marketing Manifesto tackles and exposes the problems that stand in the way of the marketer realising marketing's prime objective and role - to improve

and sustain revenue whilst improving the lives of the customer and consumer. Delivered in a refreshing style, by a marketer at the sharp end of successful business practice, The Marketing Manifesto offers unique steps to creating and delivering a successful marketing strategy in any organization and to improve your own a personal impact - on your role, career and organisation. The Marketing Manifesto is an innovative and highly practical title that crystallizes precisely how professional marketers can not only create a goal-oriented personal and company strategy, but also competitive advantage through applying marketing in the way it could and should be practised.