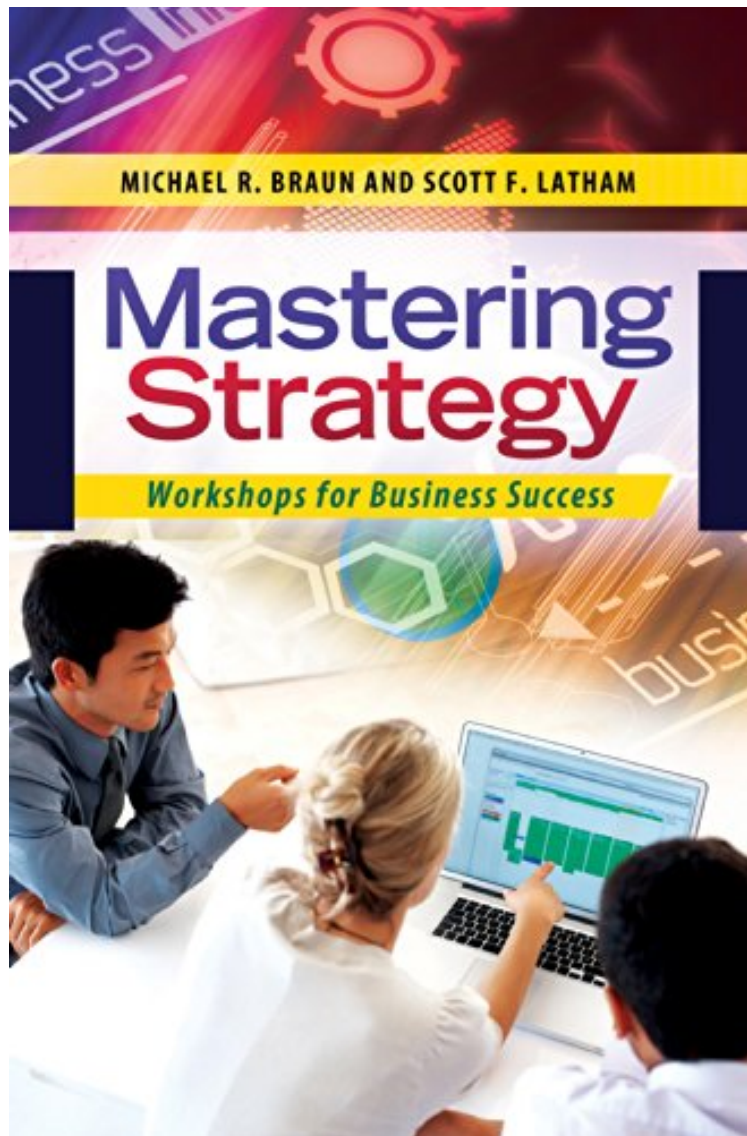


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Michael Braun, Scott Latham

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- Provides many current and classic examples to show the application of the frameworks, making key concepts easy to understand
- Organizes information in a logical order where concepts presented in previous workshops provides the base for additional ideas or strategies, giving readers a synergistic, comprehensive picture of strategic challenges and opportunities
- Shows readers not just how to craft marketing strategy but also how to advocate for their strategic ideas