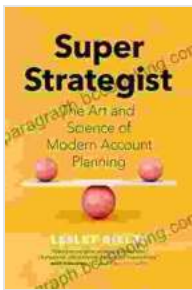


The Art and Science of Modern Account Planning: A Guide for Marketing Professionals

In today's competitive business landscape, it's more important than ever for marketing professionals to have a deep understanding of account planning. Account planning is the process of developing a strategic plan for a specific client or group of clients. It involves understanding the client's business, their target audience, and their marketing goals. By following a structured account planning process, marketers can develop effective campaigns that drive results.



Super Strategist: The Art and Science of Modern Account Planning by Lesley Bielby

★★★★☆ 4.3 out of 5

Language : English
File size : 4690 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 161 pages



The Art and Science of Modern Account Planning is a comprehensive guide to account planning for marketing professionals. The book covers everything from the basics of account planning to the latest strategies and techniques. It's written by a team of experts with years of experience in account planning. The book is packed with case studies and examples that illustrate how to apply account planning principles in the real world.

What You'll Learn from The Art and Science of Modern Account Planning

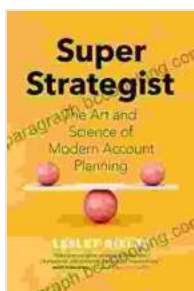
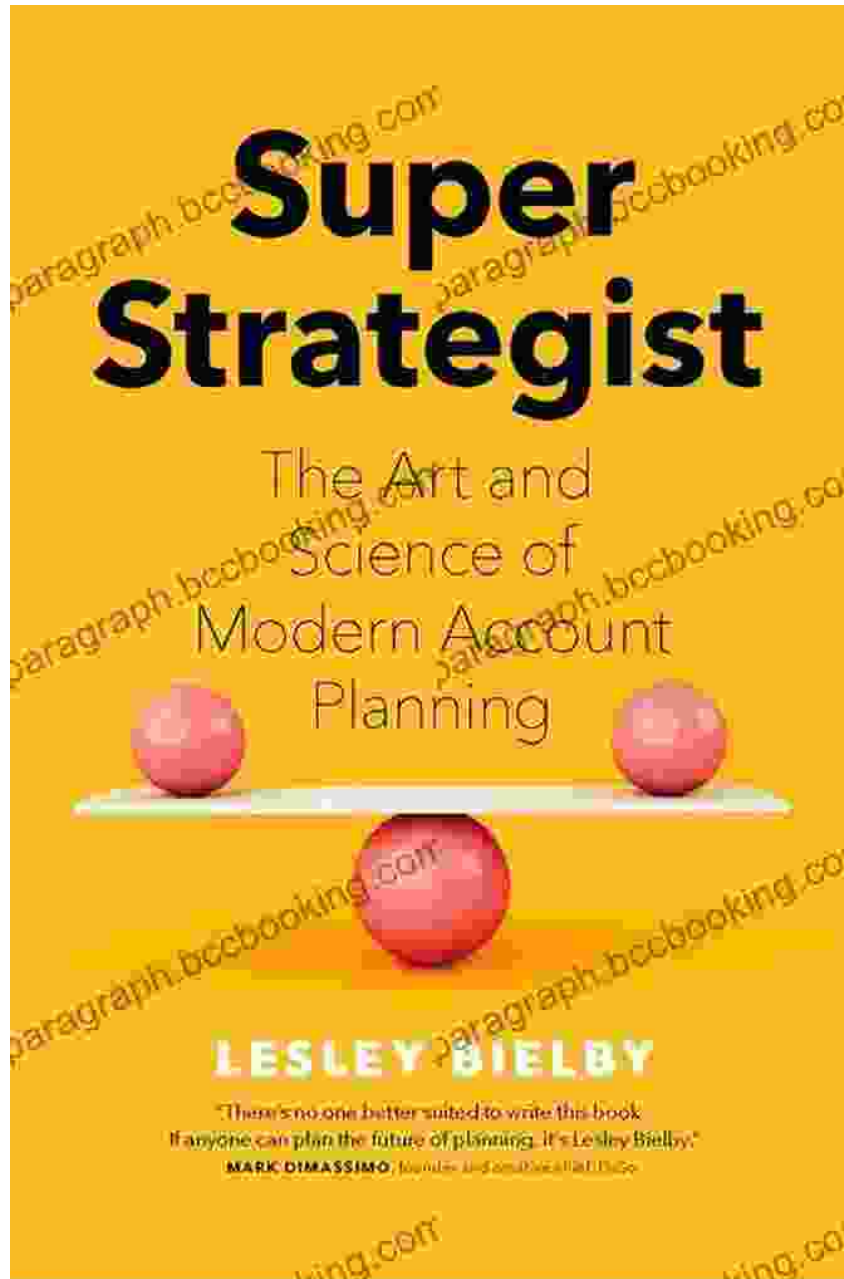
- The basics of account planning
- How to develop a strategic plan for a client
- How to understand your client's business and target audience
- How to set marketing goals and objectives
- How to develop a marketing budget
- How to measure the results of your marketing campaigns

Why Read The Art and Science of Modern Account Planning?

The Art and Science of Modern Account Planning is a must-read for any marketing professional who wants to improve their account planning skills. The book is packed with valuable information and insights that can help you develop more effective marketing campaigns. If you're serious about taking your account planning to the next level, then you need to read this book.

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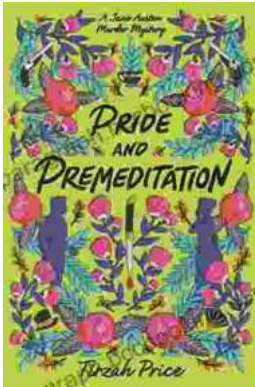
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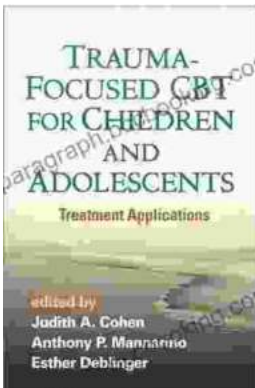
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