



Marketing Sucks! (and Sales, Too!)

Fred Janssen, Tom Marx, Tom Herndon

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Time-and-time again, great ideas become less effective, the marketing department's efficiency is diminished, there is the constant finger-pointing between sales and marketing, and presidents, CEOs, and others are frustrated over revenue goals that continue to go unmet. *Marketing Sucks! (and Sales, Too!)* captures the frustration felt by many parts of the organization when marketing and sales are not aligned. There is a better way. The authors write from direct experience. When your marketing and sales teams are aligned (on the same page) your bottom-line results will improve exponentially. These improved results can create a positive, perceptible shift in your company's finances and mood that will be valued in the boardroom, in the trenches, and ultimately, by your customer.

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