



Watertight Marketing: Delivering Long-Term Sales Results

By Bryony Thomas

Download now

Read Online ➔

Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas

Most businesses are. they've got serious profit leaks. so when they run their marketing taps, revenue simply pours out of a leaky Bucket. Watertight Marketing is no ordinary marketing book. There's no jargon. And it's not about the latest over-hyped tactic. This is a book that tackles business fundamentals. It's the book on marketing that makes all the others make sense. Following the process laid out in this book puts you in control of your business growth. You'll be able to step off the roller coaster of yo-yo sales results and get your business on a sustainable upward curve. Bryony Thomas has a refreshing style that means the ideas click and stick. She has distilled her wealth of experience into clear action points that you'll want to tackle today.

↓ [Download Watertight Marketing: Delivering Long-Term Sales R ...pdf](#)

📄 [Read Online Watertight Marketing: Delivering Long-Term Sales ...pdf](#)

Watertight Marketing: Delivering Long-Term Sales Results

By Bryony Thomas

Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas

Most businesses are. they've got serious profit leaks. so when they run their marketing taps, revenue simply pours out of a leaky Bucket. Watertight Marketing is no ordinary marketing book. There's no jargon. And it's not about the latest over-hyped tactic. This is a book that tackles business fundamentals. It's the book on marketing that makes all the others make sense. Following the process laid out in this book puts you in control of your business growth. You'll be able to step off the roller coaster of yo-yo sales results and get your business on a sustainable upward curve. Bryony Thomas has a refreshing style that means the ideas click and stick. She has distilled her wealth of experience into clear action points that you'll want to tackle today.

Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas Bibliography

- Sales Rank: #1807212 in Books
- Published on: 2013-01-31
- Released on: 2013-01-31
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x .67" w x 6.14" l, .92 pounds
- Binding: Paperback
- 296 pages

 [Download Watertight Marketing: Delivering Long-Term Sales R...pdf](#)

 [Read Online Watertight Marketing: Delivering Long-Term Sales ...pdf](#)

Download and Read Free Online Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas

Editorial Review

Review

"This is a breakthrough marketing book for small businesses. It ditches all the fluff and nonsense and gives a business owner exactly what they need to get their marketing in gear. You'll want to read it with a pen in hand because you will have ideas to put into action on every single page." -- Mark Mason, CEO, Mubaloo

"Watertight Marketing is brilliant. Bryony has delivered a book that is free of jargon and a compelling read that makes you sit up and quickly realise where the holes are in your plans, the potential cost of these holes to your business and ultimately how to fill them and ensure your business is robust and successful." -- Nick Dean, Managing Director, Ad Lib Recruitment

"Any business who is serious about growing needs to read this book. No clap-trap. No padding. It is chocker-block full of great ways to fix your business development processes, systems, copy, plans and activities so you stop leaking profit and see your business grow - the watertight way. As a result of reading this book, I was able to clearly identify why our own business growth has plateaued, and because of the common sense contained in the book will be working to fix that." -- Heather Townsend, author of 'The FT Guide To Business Networking' and co-author of 'How to make partner and still have a life'

"If you're running a small business and think your marketing activity is as good as it can be, read this book. If you think your marketing could be better, read it twice. I've read many books on marketing and got a lot of value from each of them, but this is the one we will be buying to give to each of our clients. No-nonsense wisdom, perfectly pitched to resonate with all small business owners." -- Stephen King, Managing Director, F-works

About the Author

Bryony Thomas is a proven marketing professional, with a passion for helping ambitious entrepreneurs make their marketing pay through her speaking, writing and hands-on consultancy. She has a distinctive no-nonsense style that makes you sit up and take notice, and a real talent for unravelling how marketing delivers sales results. Bryony lives and works in Bristol in the UK. Having occupied senior roles on both sides of the client/agency relationship, Bryony has a unique perspective on the marketing industry that enables her clients to get the most from it. She started her marketing career at just 19, working in telephone fundraising for ActionAid, whilst also studying at the University of Bristol. Following her first marketing role in charity fundraising in the late nineties, Bryony's formative years were spent with multi award-winning business-to-business marketing agency, Mason Zimble. Whilst there, the agency supported her in securing her Chartered Institute of Marketing Diploma - a course that she has since tutored. By 24, she was responsible for the agency's largest account running pan-European campaigns with the likes of IBM, Dell and HP. She went on to lead the pitch team that secured the multi-million pound Microsoft account, which the agency retains to this day. Working freelance for clients including Lloyds TSB, whilst securing an MBA with distinction, Bryony undertook an award-winning strategic customer management project for database specialists ClarityBlue, where she subsequently became Director of Marketing. She's proud to have played a key role in raising the profile of this 200-person business as part of a strategy that saw the company sell to Experian for £85 million in 2006. At just 28, Bryony secured the position of divisional Director of Marketing for the FTSE 100 company, reporting directly to the Board. In 2008, driven by an entrepreneurial spirit and a passion for helping small businesses realise big ideas, she set up a consultancy business, Clear Thought, and has since built a reputation as a compelling business speaker and writer. 2013 sees the launch of her new business - Watertight Marketing - so, watch this space!

Users Review

From reader reviews:

Guadalupe Baxter:

Here thing why this kind of Watertight Marketing: Delivering Long-Term Sales Results are different and trusted to be yours. First of all reading through a book is good but it depends in the content than it which is the content is as delicious as food or not. Watertight Marketing: Delivering Long-Term Sales Results giving you information deeper and different ways, you can find any reserve out there but there is no guide that similar with Watertight Marketing: Delivering Long-Term Sales Results. It gives you thrill studying journey, its open up your personal eyes about the thing that will happened in the world which is maybe can be happened around you. You can actually bring everywhere like in park your car, café, or even in your approach home by train. In case you are having difficulties in bringing the branded book maybe the form of Watertight Marketing: Delivering Long-Term Sales Results in e-book can be your choice.

Brian Davis:

Are you kind of busy person, only have 10 or 15 minute in your time to upgrading your mind skill or thinking skill possibly analytical thinking? Then you are experiencing problem with the book when compared with can satisfy your small amount of time to read it because pretty much everything time you only find guide that need more time to be learn. Watertight Marketing: Delivering Long-Term Sales Results can be your answer as it can be read by a person who have those short spare time problems.

Kevin Primeaux:

Beside that Watertight Marketing: Delivering Long-Term Sales Results in your phone, it may give you a way to get nearer to the new knowledge or facts. The information and the knowledge you can got here is fresh from the oven so don't end up being worry if you feel like an aged people live in narrow small town. It is good thing to have Watertight Marketing: Delivering Long-Term Sales Results because this book offers to you readable information. Do you occasionally have book but you don't get what it's all about. Oh come on, that will not happen if you have this inside your hand. The Enjoyable set up here cannot be questionable, similar to treasuring beautiful island. Use you still want to miss this? Find this book in addition to read it from at this point!

Thomas Burke:

Don't be worry in case you are afraid that this book will certainly filled the space in your house, you will get it in e-book approach, more simple and reachable. This kind of Watertight Marketing: Delivering Long-Term Sales Results can give you a lot of buddies because by you considering this one book you have matter that they don't and make a person more like an interesting person. This particular book can be one of a step for you to get success. This reserve offer you information that possibly your friend doesn't recognize, by knowing more than some other make you to be great folks. So , why hesitate? Let's have Watertight Marketing: Delivering Long-Term Sales Results.

**Download and Read Online Watertight Marketing: Delivering
Long-Term Sales Results By Bryony Thomas #NLMYU74VX6T**

Read Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas for online ebook

Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas books to read online.

Online Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas ebook PDF download

Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas Doc

Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas Mobipocket

Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas EPub

NLMYU74VX6T: Watertight Marketing: Delivering Long-Term Sales Results By Bryony Thomas