

INTRODUCTION

Personal story

Some managers believe in long-term, theory-driven, central-office strategic plans. Their credo: if you get the strategy right, the rest will follow automatically. However, as I have learned through experience, this is not the case. When as marketing manager I was given the job of marketing the clinical trial results of a major brand, I initially developed a neat marketing strategy and sent it to stakeholders. Do you know what happened? Absolutely nothing!

Designed for your career

This book has been written for you from the perspective of how to support your professional performance and strengthen your personal success in a tough business environment. The participants of my seminars and workshops have also contributed through their questions, comments, objections and suggestions.

The blueprint for your success

The recipe for success? First, get the strategy right. Then move from theory to practice. Start with the conceptual approach and then execute the project. Ensure that your strategy actually gets implemented. Make things happen. Act.

Examples and case studies as illustrations

I will often use a fictional substance, which I will call 'Substantin', and a fictional brand named 'Examplex' in my examples and case studies, which are based on real-life cases. This book gives recommendations and tips, but no concrete rules. You may choose what is suitable for you from the range of suggestions offered. Pick what is appropriate and adapt the recommendations to your individual situation. The book does not address legal questions, however, so please check the legal requirements and regulations in your own country.