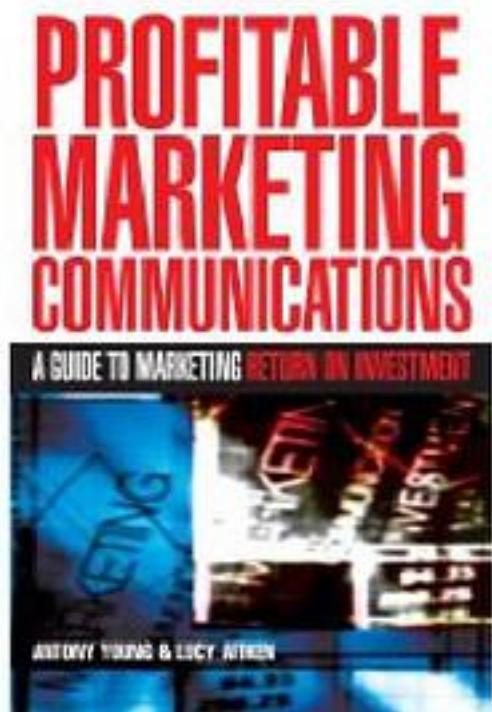


Profitable Marketing Communications



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Many companies still see marketing as a cost, not an investment. According to proven business strategist Antony Young, marketing creates positive value for a business or brand by demonstrating cost versus return. Young and co-author Lucy Aitken propose a radical change in marketing philosophy to an investment-led approach with a focus on value, not cost. The book introduces investment disciplines and strategies to marketing practices and gives insight into how marketers have delivered outstanding marketing return on investment. Finally, it provides a blueprint to maximize the returns from marketing communications.

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