



The Accidental Marketer: Power Tools for People Who Find Themselves in Marketing Roles

Tom Spitale, Mary Abbazia

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A practical guide for inexperienced marketers who have to develop a marketing strategy

With technology being built into products of all kinds, many businesses are hiring scientists, engineers, and designers to fulfill strategic marketing and product management roles. *The Accidental Marketer* is a practical guide for employees who are now responsible for developing strategy. These marketers will be able to immediately and successfully apply the ten tools featured in the book to create powerful strategies that increase sales and profits for any product in any industry.

- Explains how great marketers uncover insights about customers that competitors miss and use new insights to create a range of strategic options for their marketing plans
- Shows how the best marketers execute their strategies through developing innovative branding and communication plans and value propositions

The Accidental Marketer allows any inexperienced marketer to step into a new role and develop an effective strategy.

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