



# The 12 Powers of a Marketing Leader: How to Succeed by Building Customer and Company Value

*Thomas Barta, Patrick Barwise*

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### HOW TO SUCCEED AS A MARKETING LEADER IN TODAY'S GLOBAL, DIGITAL WORLD.

What makes an effective and successful marketing leader? The authors of this groundbreaking book conducted a worldwide study with profiles of more than 68,000 business leaders--and discovered 12 essential traits that can make or break your success.

*The 12 Powers of a Marketing Leader* is the first and only leadership book for marketers based on anything like this level of research evidence.

Learn how to:

#### MOBILIZE YOUR BOSS:

Make an impact at the highest level and align marketing with the company's priorities.

#### MOBILIZE YOUR COLLEAGUES:

Inspire and motivate your colleagues to act on your ideas.

#### MOBILIZE YOUR TEAM:

Build and hone a winning marketing team.

#### MOBILIZE YOURSELF:

Focus on goals that will benefit your customer, company, and long-term career.

Warning: This is *not* a marketing book. It's a *leadership book for marketers*, using the latest research on what works--and what doesn't--in marketing's digital age. By zeroing in on the value creation zone ("V-Zone")--the all-important overlap between your company's and customers' needs--you'll be able to help the business win in the market--*and* achieve your career goals.

**BONUS: Receive full access to an online self-assessment tool and other marketing leadership resources.**

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