



**THE**

**NEW**

**MARKETING**

**PLAYBOOK**



The latest  
tools and techniques to  
grow your business

**RITCHIE MEHTA**

## **Praise for *The New Marketing Playbook***

‘There are theoretical books on marketing and there are practical books on marketing. This is a great combination of them both! The frameworks, exercises and templates will enable you to work through any marketing challenge or opportunity and help you deliver impact and value. A must buy!’

**Keith Weed, non-executive director, Sainsbury’s and WPP**

‘This book is a great read that will help you add value to your business, customers and partners like no other. It guides you through the latest tools and techniques and breaks them down into simple to use templates that you can apply to your marketing activities.’

**Margaret Jobling, Chief Marketing Officer, NatWest Group**

‘A must-have book for anyone interested in marketing to learn, step by step, how marketing is actually done.’

**Jaideep Prabhu, Professor of Marketing, the Cambridge Judge Business School, Cambridge University**

‘This book is a very digestible and actionable playbook for the latest marketing tools and techniques. It’s one of those books that you are glad you came across but wish you had discovered earlier.’

**Mark Evans, Managing Director of Marketing and Digital,  
Direct Line Group**

‘A much needed book that demystifies how marketing can be used to generate business and societal value.’

**Paul Polman, Chairman, Imagine and ex-CEO, Unilever**

‘The fundamentals of marketing haven’t changed but the tools of execution are very different. The *New Marketing Playbook* captures this perfectly offering you fresh thinking on the basics and actionable insight into what’s new.’

**Russell Parsons, Editor in Chief, *Marketing Week***

# **New Marketing Playbook, The**

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