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Marketing Action Plans Jumpstarts Marketing Departments

New Book Provides MAP for Building Instant Marketing Plans

SILICON VALLEY, CA. – *Marketing Action Plans: Outlines, Templates and Guidance to Gain a Unique Competitive Edge*, a new book by Silicon Valley marketing expert Morgan Rees, gives marketers a jumpstart on their marketing plans.

In *Marketing Action Plans*, Rees shares his more than 15+ years business to business, consumer marketing and business strategy experience with publicly traded companies including Philips Electronics (Magnavox, Marantz, Norelco), Citrix Online, Netgear and Honeywell.

Marketing Action Plans is a 365-days-a-year resource tool for entrepreneurs, newbie marketers and experienced marketing pros in small business to large enterprises. It's not the kind of book that sits on your bookshelf at home; rather you should keep it with you at work at all times. This book walks the reader through real world survival, individual documents, processes and procedures and full plans for marketing campaigns, product and company positioning, public relations, branding and product roll outs.

“All of us have had - or will have - a boss that demands a full Public Relations, Marketing and/or Online plan on his desk in less than a week,” said Rees. “This is impossible to do from scratch; however, with *Marketing Action Plans*, you will be able to use between 50% to 80% of each document and template included. Simply insert your company name and products where asked. Yes, you will need some customization to fit your organization, but having a substantial part of your plan, layout and content provided will allow you to do two things: Focus on what is really important plus meet your tight deadlines.”

After decades of experience, the author can attest that having a thorough process and check-off forms dramatically speeds up your entire marketing department. It will synchronize everyone in or outside of your marketing group. It usually takes years to develop a complete set of fully developed best practices. But now, simply by reading this book, you have virtually everything you need.

Enjoy your MAP to success.

Marketing Action Plans is now available on Barnes & Noble, Amazon.com and other online retailers (ISBNs: Softcover: **9781450237338** and Hardcover: **9781450237352**). Also available on eBook (ISBN: **9781450237345**) for the Amazon Kindle®, Sony® Reader, Barnes & Noble nook™, Google Editions, Apple iPad and others. With a United States Library of Congress Control Number (LCCN) **2010908502** you can also get the book from more than 5,000 U.S. libraries. For more information, visit www.morganrees.com

About the author:

Morgan Rees is a savvy business strategist and marketing professional with international and domestic expertise from start-ups to Fortune 500 companies. His business-to-business and consumer marketing experience includes publicly traded companies involving renowned brands as Philips Electronics, Norelco, Marantz, Magnavox, Citrix Online, Netgear and Honeywell. His experience spans global marketing responsibilities with full profit/loss accountability, global brand development, channel, public relations, e-commerce and marketing campaigns involving social media, broadcast, print, online/offline advertising, direct/email programs, executive level seminars and high visibility retail promotions. Morgan gained agency experience early in his career working with admired brands such as Toyota, Swim'n Sport, Red Lobster and General Motors. Rees has built world-class marketing programs for vertical industries including SaaS, consumer electronics, computing, technology, ecommerce, retail, agency and B2C/B2B. A faculty member of Florida International University and the author of numerous marketing-related articles in trade magazines.

Marketing Action Plans is his first book.

Additionally, Morgan is available for private and corporate client-based business advisory service, including marketing and brand strategies, guidance, lectures, etc.

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