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Your Gut is Still Not Smarter Than Your Head : How Disciplined, Fact-Based Marketing Can Drive Extraordinary Growth & Profits

Kevin Clancy, Peter Krieg

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Your Gut Is Still Not Smarter Than Your Head

"Too many companies treat marketing as a communication exercise to help sales move a few more cases of product out of the door. Your Gut Is Still Not Smarter Than Your Head demonstrates that marketing, properly understood, is your company's engine for spotting opportunities and nurturing them to produce long-term profitable growth."
-Philip Kotler, author and S.C. Johnson Distinguished Professor of International Marketing, Kellogg School of Management

"Clancy and Krieg debunk the popular myth that marketing is all instinct and hocus pocus. Here's a practical approach to marketing strategy and tactics that can drive profitability and growth. There are no 'blink' shortcuts here-this is the real work of transformational marketing, laid out in a practical, concise guide that every true marketer should read!"
-Susanne Lyons, Chief Marketing Officer, Visa USA

"Clancy and Krieg have written a comprehensive and highly compelling how-to book for the marketing community that says: wake up and look at the facts! It's a must-read for every professional marketer who aspires to breakthrough performance."
-Joseph V. Tripodi, Chief Marketing Officer, Allstate Insurance Company

"Bold moves require more facts in this fast-paced era. This book is a must-read for the risk tolerant!"
-Jon Luther, CEO, Dunkin' Brands, Inc.

"Fact-based marketing is the best way to reinvent marketing, and Clancy and Krieg provide the blueprint to do it."
-Bob Liodice, President and CEO, Association of National Advertisers

"The authors demonstrate forcefully and dramatically-with numerous examples-how great, even just good, analysis leads to legendary marketing strategies."
-Don Sexton, Professor, Columbia Business School, and author of Trump University Marketing 101

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