



# Marketing Turnarounds: A Guide to Surviving Downturns and Rediscovering Growth

By Hooman Estelami

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MARKETING TURNAROUNDS:

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Knowledge of the intricate dynamics of marketing turnarounds is a fundamental requirement for business survival and growth today. The intense desire to survive in a slow market and find new avenues for growth has become a pressing goal for companies. The objective of this book is to enable the pursuit of this goal by providing a guide for managers on various marketing approaches that can lead to growth and profitability. The science of marketing turnarounds is based on an accurate understanding of how consumers respond to their changing environment. This book provides such an understanding by developing a framework of the various approaches to successfully executing marketing turnarounds. The framework and tools discussed not only enable managers to combat sales and profitability downturns, but also guide them in their aggressive pursuit of innovative ways to further nurture their businesses in stable and growing markets.

"Marketing Turnarounds is a step by step guide to stop the bleeding and reposition your company for profits. Whether it's due to the economy or management blunders, this book will help you decide if a company or brand can be salvaged, how to cut costs without hurting sales, how to reposition the company or brand to take advantage of consumer and environmental trends, how to price, and how to promote - even in a bad economy. I strongly recommend this book for any company whose profits have started pointing south. I also recommend it for would-be entrepreneurs - reading this will help you avoid some of the mistakes you would otherwise make."

-Marlene Jensen, CEO of Pricing Strategy Associates and author of Pricing Psychology Report and The Tao of Pricing

"A step by step marketing manual for a much ignored subject: turnarounds!"

-Jeffrey F. Willmott, Former Chairman of RCG Companies

"A must have for all marketers. It is timely and an important tool kit for marketers and a path breaking work in marketing."

-Rajneesh Suri, Associate Professor of Marketing, Drexel University

"Marketing Turnarounds is a timely and extremely valuable addition to the current literature, not only for practitioners and students of marketing, but it is also a 'must read' for leaders and managers in all disciplines who are interested in growing the top and bottom lines of their businesses"

-William V. Catucci, Former CEO of AT&T Canada Long Distance Services

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*By Hooman Estelami*

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