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matter, where they go wrong and how to create a powerful plan that will help build a strong, profitable business.

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My wife and I have been watching a wonderful show on Netflix called Chef's Table. Each episode is an intimate peek into

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the life and work of one remarkable chef.. The very first episode about brilliant Italian Chef, Massimo Bottura, and his restaurant Osteria Francescana in Modena Italy is all about breakthroughs.

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"Breakthrough Marketing Plans" shows how to create simpler and more powerful marketing plans in an age of increasing amounts of data, marketing tactics, and competitive pressure. After 11 years leading big brand names at Kraft Foods, Calkins is a veteran in the marketing field. He has ...

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"Marketing Plans" is a short read that provides a lot of insight on the step-by-step process of creating a marketing plan. Tim Calkins (2008) is a professor of Marketing at Northwestern University's Kellogg School of Management, and has an extensive amount of experience creating successful marketing plans.

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