

Mike Gospe Partners with the Association of Strategic Marketing Author and market strategist to present marketing best practices for speeding time-to-market

Mike Gospe, author of [Marketing Campaign Development](#), has partnered with the Association of Strategic Marketing, a provider of webinars and seminars designed for professionals to keep them current in the rapidly changing world of business. On October 2, 2008, Mike will be featured in a webinar entitled: “Accelerate Your Time to Market: Identify and Overcome Common Roadblocks.” Details of the event will be posted shortly at www.associationofmarketing.org.

“Businesses are moving at breakneck speed, and as such, we all like to take short-cuts,” says Mike. “But lack of planning is the slippery slope that often cripples time-to-market, despite our best intentions. This webinar is for any B-to-B marketer who has raced the clock to launch a new product or service.” This webinar will share 3 critical steps that guide the world’s best marketing teams in their marketing initiatives. Mike will cover how to navigate the company politics that can slow down or kill your campaign before it even begins, and he’ll divulge secrets for how several B-to-B companies streamlined their marketing efforts to reposition themselves for success.

Five reasons to attend:

- Learn to rally your team around a marketing campaign
- Hear real-life customer case studies
- Explore how to manage your marketing campaign from start to finish
- Achieve optimum success using “Marketing Blueprints”
- Identify and overcome roadblocks and bottlenecks

This presentation is part of a series based on [Marketing Campaign Development](#) which was released in March. Mike’s new book has already grabbed attention with business-to-business companies across the US, as well as Santa Clara University which included the book within its curriculum for its graduating marketing students this past Spring.

Visit www.associationofstrategicmarketing.org to register and get more information regarding this important webinar.

Mike Gospe, author and market strategist, is a principal with KickStart Alliance (www.kickstartall.com). Mike leads KickStart’s Marketing Operations practice as well as its Customer Advisory Board practice. His leadership and guidance has been adopted by Aspect, Citrix, HP, Sun, Symantec, and a host of business-to-business companies.