



# REVOLUTIONARY MARKETING

## AAM SUMMIT

June 11 - 13, 2003 - Boston Park Plaza Hotel

### 2003 Audio Recordings

#### WEDNESDAY, JUNE 11

- \_\_\_ 1. P1 REVOLUTIONARY ADVERTISING: REINVENTING THE
- \_\_\_ 2. FUNDAMENTALS OF CREATING GREAT MARKETING COMMUNICATIONS (Monahan) [ 2 TAPE SET - \$24.00 ]
- \_\_\_ 3. P2 SCIENCE OF STRATEGIC DIFFERENTIATION
- \_\_\_ 4. (Fuller, Heller) [ 2 TAPE SET - \$24.00 ]
- \_\_\_ 5. S1 INFLUENCING WITHOUT POWER (Haserot)
- \_\_\_ 6. T1 PROMOTING PARTNER PERFORMANCE: THE PRINCIPAL SCORECARD (Moul)
- \_\_\_ 7. T2 TWENTY FIVE SALES SECRETS YOUR FIRM CAN'T LIVE WITHOUT (Perrino)
- \_\_\_ 8. S2 THE POWER OF PUBLICITY (Steele)
- \_\_\_ 9. T3 CREATING RAINMAKERS, MAKING RAIN (Bergh)

#### THURSDAY, JUNE 12

- \_\_\_ 10. T4 EXPANDING YOUR SERVICE OFFERINGS - HOW TO SUCCESSFULLY LAUNCH SERVICES INTO THE MARKET (Crosley)
- \_\_\_ 11. T5 IMPLEMENTING "TRIPLE A" MARKETING PLANS FOR GROUPS: ABILITY, ACTION AND ACCOUNTABILITY (LaBrie)
- \_\_\_ 12. S3 MANAGING YOUR SALES FORCE, YOUR PARTNERS AND YOUR STAFF (Molinar)
- \_\_\_ 13. T7 ACCOSTIN' IN BOSTON: THE 2003 WORLD HEAVY-WEIGHT MARKETING CHALLENGE (Lloydbottom, Platt)
- \_\_\_ 14. S5 LEVERAGING RESOURCES THAT GENERATE RESULTS (Hookstadt)
- \_\_\_ 15. T8 EXPANDING YOUR SERVICE OFFERINGS - HOW TO SUCCESSFULLY LAUNCH SERVICES INTO THE MARKET (Crosley)

#### THURSDAY, JUNE 12 (cont.)

- \_\_\_ 16. S6 TEN MANAGEMENT PRACTICES THAT CAN MAKE OR BREAK A MARKETING PLAN (Durham)
- \_\_\_ 17. S7 BALANCING YOUR FIRM'S SCORECARD (Aquila)
- \_\_\_ 18. T9 MAKING E-PUBLISHING AND E-MAIL PAY OFF (Semmes)
- \_\_\_ 19. S9 GET IN THE TRENCHES: REVOLUTIONIZE CLIENT INTERVIEWS BY USING THEM TO CROSS-SELL SERVICES (Kuesel)
- \_\_\_ 20. T10 MERGER MARKETING: EFFECTIVE TOOLS FOR MARKETING THE POST-MERGER ENTITY (Olesinski)
- \_\_\_ 21. S10 A REVOLUTIONARY APPROACH TO DEVELOPING A SALES CULTURE (Solomon)

#### FRIDAY, JUNE 13

- \_\_\_ 22. T11 HOW TO HARVEST LOW-HANGING FRUIT (Hylan)
- \_\_\_ 23. S11 BRANDING FROM THE INSIDE OUT (Gold, Brown)
- \_\_\_ 24. S12 OVERCOMING THE PARTNER/MARKETER DISCONNECT (Bierman)
- \_\_\_ 25. S13 THE MARKETING DIRECTOR'S ROLE IN CLIENT RELATIONSHIPS (Davis)
- \_\_\_ 26. S14 REVOLUTION OR EVOLUTION? ESTABLISHING A MARKETING CONSULTING SERVICE WITHIN YOUR FIRM (Bartel)

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