

# Acknowledgments

This book is based on many years of working with consulting firms and individual clients. I would like especially to acknowledge Hamilton Consultants of Cambridge, Massachusetts ([www.hamiltonco.com](http://www.hamiltonco.com)). An original version of the ten most common findings was created by my earlier *Marketing Audit* co-author, Will Rodgers, and his colleagues at the MAC Group and Hamilton Consultants. They based their conclusions on the findings from over 75 marketing audits of business units conducted over a 15-year period. Hamilton has further modified the audit into something they call “Market-based Profit Improvement” wherein they link audit findings to bottom line impact. I used the list of major marketing deficiencies and my own consulting experiences as a springboard for developing this book.

I also want to acknowledge Kotler Marketing Group of Washington, D.C. ([www.kotlermarketing.com](http://www.kotlermarketing.com)), for their commitment to identifying major marketing deficiencies and proposing innovative solutions. Kotler Marketing Group focuses on strategic marketing and has worked with such major clients as AT&T, IBM, JP Mor-

gan, Northwestern Mutual, Weyerhaeuser, Baxter, Pfizer, Shell Chemical, Ford, McDonald's, Michelin, and SAS Airlines. Their president and founder, Milton Kotler, has shown an uncanny marketing imagination in bringing fresh "out-of-the-box" thinking to guide company solutions.