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## **Marketing Action Plans Jumpstarts Marketing Departments**

*New Book Provides Downloadable Plans, Campaigns, Templates and Forms*

**SILICON VALLEY, CA.** – Silicon Valley marketing veteran, Morgan Rees, announces *Marketing Action Plans: Outlines, Templates and Guidance to Gain a Unique Competitive Edge*, a new book that gives marketing executives and entrepreneurs the tools to jumpstart their marketing plans.

In *Marketing Action Plans*, Rees shares his more than 15+ years business-to-business, consumer marketing and business strategy experience with publicly traded companies including Philips Electronics (Magnavox, Marantz, Norelco), Citrix Online, Netgear and Honeywell.

The book is designed to be a daily resource for entrepreneurs, those new to marketing as well as marketing pros whether they support a small business or an international enterprise. According to Rees, *Marketing Action Plans* is the kind of book that execs will keep within reach, a veritable survival guide to today's marketing environment. It walks readers through real world planning for marketing campaigns, product and company positioning, public relations, branding and product rollouts.

“Today's marketing teams are constantly under pressure to deliver innovative, results-driving plans and meet nearly impossible deadlines,” said Rees. “This is impossible to do from scratch; however, with *Marketing Action Plans*, you can use the templates and documents included to develop more than half of the plan. Then it's simply an exercise to insert your company's features and benefit. With the framework laid out for you, there is time to work on the creative aspects of your plan and still meet your tight deadlines.”

With decades of experience in developing marketing plans, Rees can attest to the value of a thorough process and using check-off forms. “These kinds of tools dramatically sped up my team so we could provide our management with groundbreaking and effective plans for tradeshow, product launches and so much more.” According to Rees, the book helps teams develop the tools and best practices necessary to synchronize both in-house and external marketing teams.

Finally, readers now have access to an easy downloadable library of plans, campaigns, outlines, templates, guidance and forms from the book at [www.MarketingActionPlans.com/store](http://www.MarketingActionPlans.com/store)

- Brand Strategy and Launch Plan: (Forty-page document)
- Collateral Status at a Glance Template: (Three-pages)
- Executive Positioning Questionnaire Template (One page)
- Frequent “Users Club” campaign template: (Six-pages)
- Inside Sales Process (Twenty pages)
- Investor Relations Process Flow: (One page)
- Market Requirements Document: (Four pages)
- Marketing Communications Sign-Off: (One page)
- Marketing Materials Order Form for Sales: (Two pages)
- Planning a Website: (Twenty eight page guide)
- Public Relations Plan Template: (Eleven pages)
- Quality Assurance: (Six page document)
- Volume Incentive Program Agreement: (One page form)
- *And more*

*Marketing Action Plans* is now available on eBook (ISBN: **9781450237345**) at Apple iTunes iBookstore.com, Barnes & Noble, Amazon.com, Google Books, Scribd, KoBo Books and other online retailers (ISBNs: Paperback: **9781450237338** and Hardcover: **9781450237352**). With a United States Library of Congress Control Number (LCCN) **2010908502** you can also get the book from more than 5,000 U.S. libraries. For more information, visit [www.MarketingActionPlans.com](http://www.MarketingActionPlans.com)

### **About the author:**

Morgan Rees is an internationally recognized business strategist and marketing professional who built his practice serving companies that span the start-up to Fortune 500 spectrum. His business-to-business and consumer marketing experience includes publicly traded and renowned brands such as Philips Electronics, Norelco, Marantz, Magnavox, Citrix Online, Netgear and Honeywell. As a key creative in agencies, he worked with such stellar brands as Toyota, Swim'n Sport, Red Lobster and General Motors. Rees is a faculty member of Florida International University and the author of numerous marketing-related articles published in domestic and international marketing trade magazines. In addition to his book, *Marketing Action Plans*, Rees is available for public speaking as well as private and corporate-based business consulting and brand strategy planning. For more information, visit [morganrees.com](http://morganrees.com).

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