

# The most candid Marketing book of the year

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Richard Hadler, CEO of alan. agency has bought out a book today.

Marketing: The Bottom Line aims to move marketing from a perceived cost centre into a strategic driver of profit.

Website is here: <https://marketingthebottomline.co.uk/>

Richard is available for interviews, talks and podcasts.

Subject matter:

B2B Marketing

Creativity

Sales

Sales & Marketing collaboration