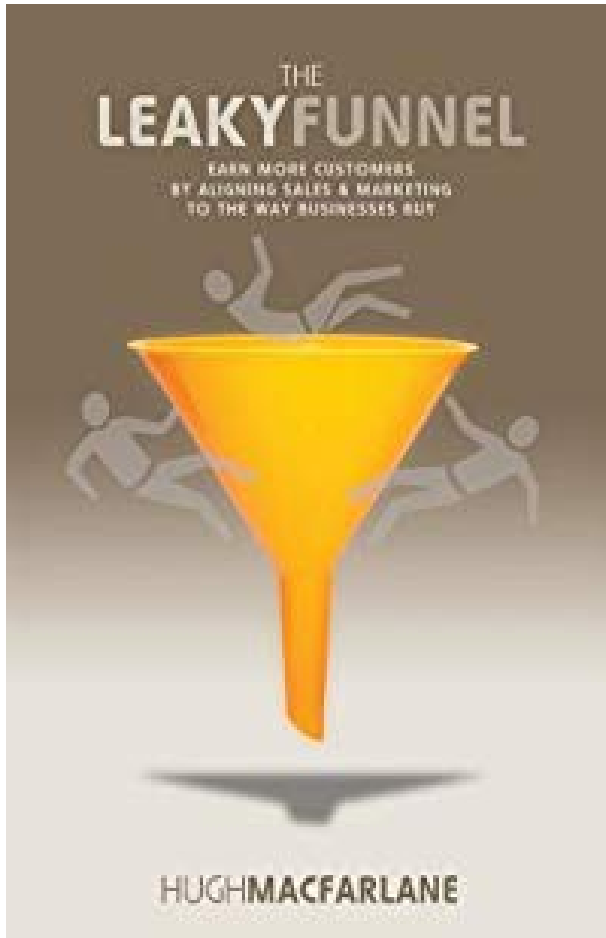


# The Leaky Funnel



<b>Author:</b>	Hugh Macfarlane
<b>Genre:</b>	Nonfiction
<b>ISBN13:</b>	9780975135419
<b>Goodreads Rating:</b>	3.61
<b>Published:</b>	November 20th 2003 by Mathmarketing Pty, Limited
<b>Language</b>	English
<b>Pages:</b>	238
<b>ISBN10:</b>	0975135414

[The Leaky Funnel.pdf](#)

[The Leaky Funnel.epub](#)

The Leaky Funnel is the marketing strategy book authored by Hugh Macfarlane. This business novel is packed with fresh, key arguments for a major change in the way businesses organise and manage their combined Sales and Marketing resources. The central argument, that a new framework is needed for the aggregate Sales and Marketing force, is based on Hugh's 20 years-plus experience, and has now been well proven in many leading businesses as a means of accelerating the effectiveness of their endeavours to earn more customers. "At last something different. This is a realistic picture of how sales and marketing get negotiated inside an organisation." -- Grahame Dowling, Professor of Marketing, Australian Graduate School of Management "highly relevant look at one of today's most critical topics, how to bring sales and marketing together." -- Don Schultz, Professor Emeritus-in-Service, Northwestern University, USA