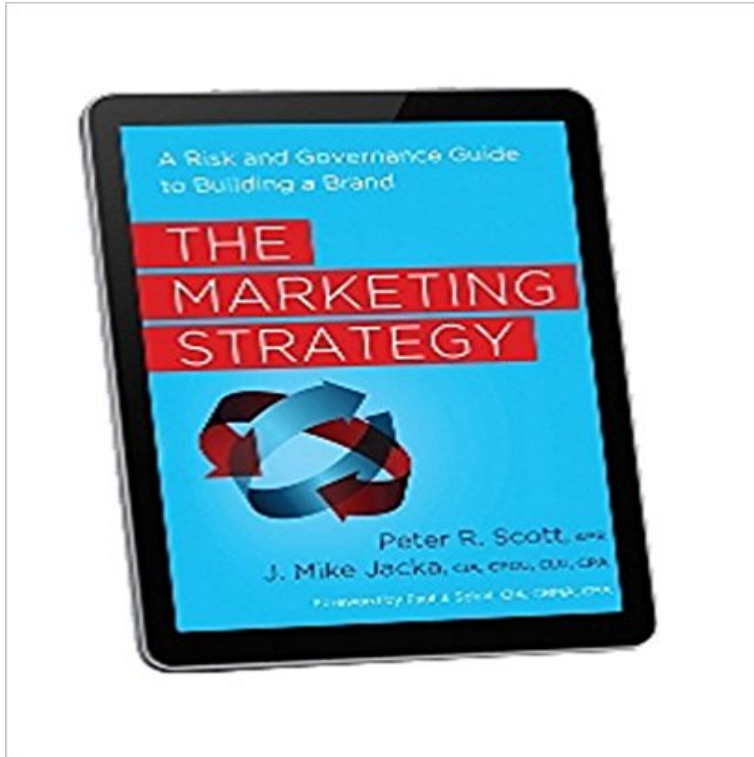


The Marketing Strategy: A Risk and Governance Guide to Building a Brand



Auditing Marketing for the Organizations Success When it comes to marketing and internal auditing, chances are you dont envision the two departments as part of a collaborative effort for the good of the organization. Marketing is the process of looking at the big picture where creativity can trump controls. Internal audit is the down-to-earth activity where common sense drives the mitigation of risks. The Marketing Strategy: A Risk and Governance Guide to Building a Brand shows how these two opposites can work together to drive an organizations marketing success. Peter Scott and Mike Jacka, leading experts on social media compliance and co-authors of Auditing Social Media: A Governance and Risk Guide, explain: The difference between auditing marketing and auditing the marketing department. The key documents unique to marketingcreative brief, brand standards manual, image standards, and media strategiesthat help guide operations. The role of brand management, creative services, and media (including social media) in achieving marketing strategies. The unique requirements of agency relationship management, how these support the overall operations, and where things might go wrong. Ways internal audit can review marketing activities to help ensure risks have been properly identified and appropriate controls have been established. What not only makes the practice of marketing a challengebut also the performance of an internal auditare the many ways to develop, implement, staff, and direct activities. The Marketing Strategy contains practical information that any internal auditor needs to gain a better understanding of marketing.

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those "End of the World" conspiracies videos. This time around the date is set for July 29, 2016. So in three days the biblical prophecies will come true and we will be swallowed up by hell fire while the others who are "saved" will rejoice in the heavens.

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