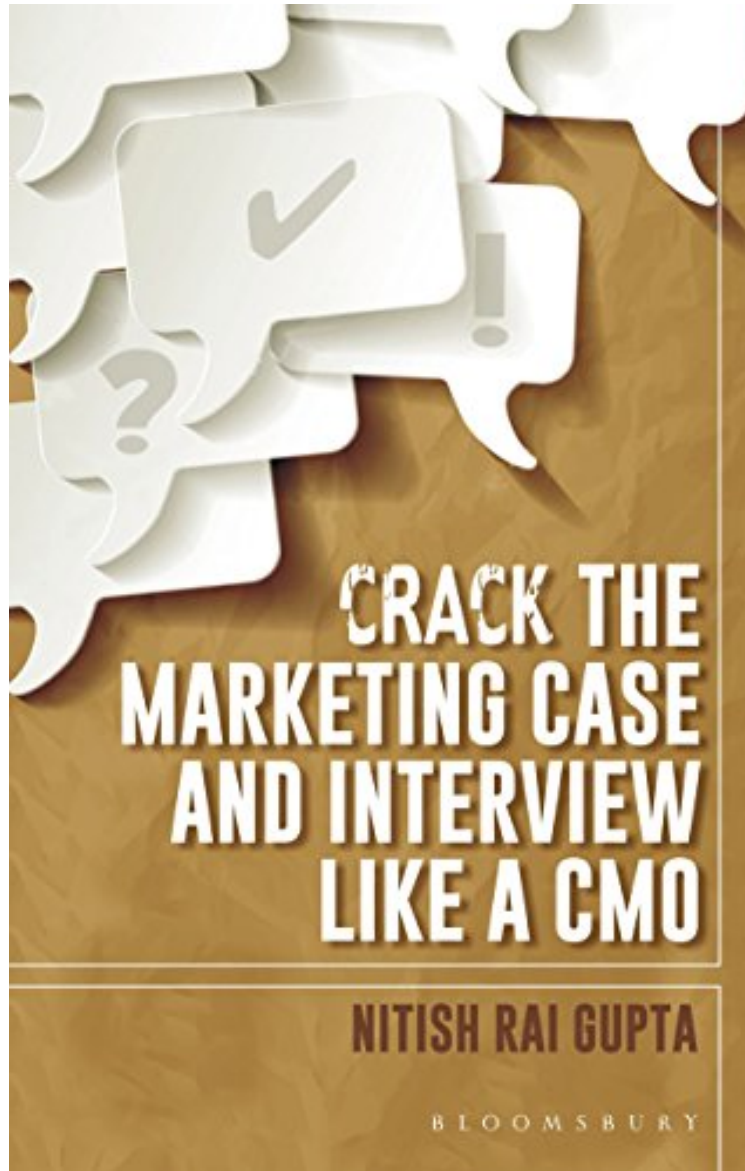


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Crack the marketing case and interview like a CMO' is intended to help students and working professionals in their marketing case training and interview prep. It shows you how to acquire and become expert at skills required to solve

any marketing case problem and successfully crack your marketing interview (personal and technical).It leverages Nitish's and the cmofactory.com team's extensive marketing experience (in more than 20 countries building brands for PG, Coke, Yum etc) to cull out the first principles that can be used to approach any marketing situation or problem you are faced with. The principles listed in the book are simple logical and can be readily used for any industry/category type.The book is a fantastic tool to gain perspective on what a Chief Marketing Officer looks for and it systematically goes about helping you develop and showcase those very skills. The frameworks and tools discussed in this book have been used to train thousands of students across all IIMs top B-Schools and have got rave reviews unanimously