

J E F F R E Y N O L D S



THE
MONSTER
THAT ATE
MARKETING

**A Leader's Guide to
Reimagining, Reengineering,
and Reinvigorating the
Modern Marketing Department**

What Leaders Are Saying About *The Monster That Ate Marketing*

"A useful book in every way, delivering examples that simplify the complex while charting a clear path for marketing leaders to elevate their leadership role."

KEN JOHNSON, CEO, Ridgeline Insights

"*The Monster That Ate Marketing* is a must-learn for all marketers and a must-read for the C-suite. I will be gifting *The Monster That Ate Marketing* to our entire executive team."

REBECCA CATLETT, Director of Marketing & Communication,
Okanagan Specialty Fruits

"Insightful, entertaining, and prescriptive, this book is the first to show us a clear path to victory over the very real and exhausting marketing monster. *The Monster That Ate Marketing* offers a clear path out of our frenetic pace and into a whole new world of coherence, clarity, productivity, and success."

ROB PEREZ, Regional President, First Interstate Bank (Ret.)

"As a marketer of twenty years, most recently in the e-commerce and DTC world, this book could not have been more timely or spot-on! Overall, a fun read with practical insights that resonate and great validation for what I'm feeling and how I operate today."

EMILY HUANG TETZ, Sr. Director of Product Marketing and
Channel Development, Lovevery

"Jeff's grassroots marketing wisdom, combined with his natural ability to motivate and inspire others, makes this book the new go-to reference for any marketing leader."

RICKY LYMAN, Creative Business Coach and Founder, FlipRide

"Entertaining, logical, and easy to read. You'll not only enjoy this book, but you'll refine your way of thinking with each and every page."

COURTNEY FEIDER, BS, CMT, PCC, Management Consultant and Executive Coach

"Jeff Reynolds is an innovative leader in marketing, designing the future for organizations by taking them from what is and building a bridge to what could be. *The Monster That Ate Marketing* concisely puts principles into practice for any marketing leader looking to reinvigorate and modernize their marketing department."

PRINCE MCCLINTON, Founder, Art of Visuals

"People can profess theories all they want (and they often do), but Jeff has done the work and walks the walk. Truly no one better to learn modern marketing leadership from!"

CHRISTINA LENKOWSKI, Podcast Publicity Strategist and Pitch Trainer

"*The Monster That Ate Marketing* is nicely written in a comfortable, conversational style. I was particularly struck with the energy and enthusiasm I sensed behind Jeff Reynolds's revealing stories and insightful guidance. The book's concepts, principles, and practices are lavishly illustrated with many examples drawn from diverse companies and individuals, both present-day and historical."

KARL WIEGERS, PhD, author of *The Thoughtless Design of Everyday Things*

"So many business books spoon-feed you ideas on how to do better marketing—which is fine. But on every damn page of *The Monster That Ate Marketing*, Jeff Reynolds hits you with a lead pipe of awesomeness and wisdom on how to become a better marketing leader. Grab a package of highlighters, a couple pens, and a notepad. You're about to be slammed with the knowledge and steps to becoming a modern marketing leader."

TRAVIS FRANKLIN, Senior Marketing Manager, QualityLogic

"This is not simply a motivational book with clever quotes from marketing gurus. This is a toolbox filled with real-life charts, graphs, bullet points, key takeaway summaries, and challenges to action. Jeff lays out a personal manifesto for change and an instruction manual to put it into action."

MARK STINSON, author of *A World of Creativity* and host of the podcast *Unlocking Your World of Creativity*