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Tim wrote Breakthrough Marketing Plans (Palgrave Macmillan, 2012 and 2008) and was coeditor of Kellogg on Branding (John Wiley & Sons, 2005). Tim manages Building Strong Brands, a blog on brand strategy. Inc. included the blog on its list of "Six Blogs That Can Teach You More Than an MBA."

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In our opinion, "Kellogg on Branding" is an exclusive selection of tactics and tools that an organization should capitalize on, to survive in this age. About Alice M. Tybout and Tim Calkins Alice M. Tybout served in the Kellogg School for Marketing as an academic director and professor.

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