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David Towner is a consumer packaged goods business

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strategist and the developer of the Process of Illumination™ strategy platform for getting products to market. He is the founder of CPG Strategies and Splash Marketing, which have generated more than \$10 billion in consumer packaged

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Based on the Process of
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process to position their products as effectively as any Fortune 500 company.

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CPG 101 is precisely the right title. The book is short and to the point - to develop a CPG brand you need to understand the opportunity offered by consumer interests and perceptions, and translate it into a product offering (and distribution

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strategy) which will make the most
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[Developing and Maintaining
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Consumer Product to Market Cpg 101 should reinforce the need for plans to define processes and actions, identify authority, and assign responsibility. Flow charts, decision trees, maps, charts, and other graphics and job aids are

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incredibly helpful to ensure that a plan is thorough while also being useful.

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CPG 101 Engagement Webinar 3 .
A series of 60-minute webinar sessions are scheduled to discuss changes to the CPG 101 and gather thoughts and recommendations on how to improve the document. Dec 15.

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Dec 15, 2020 1:00 PM EST - Dec
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20 AFG Application Walkthrough.

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“Sandra’s DISTRO 101 course saved me weeks if not months of research and navigating the grocery distribution world. I’d

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recommend this class to any small food business starting out or looking to expand. All the information was well-presented, neatly organized and easy to understand.”

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[David Towner \(Author of CPG 101\)](#)

The Rev. Garth Howe Vice
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A reader recently asked if we
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document resource that contains a comprehensive list of calculations or formulas used in CPG. While our Glossary currently contains over 75 terms and abbreviations (many with calculations), we are considering expanding our

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recommendations on how to improve the document. These sessions will include facilitated discussions with stakeholders to help improve the existing draft. Advance registration is required and on a first-come, first-served

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