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Random House USA Inc, United States, 2003. Hardback. Condition: New. Language: English . Brand New Book. Your marketing sucks . . . What in the world does Mark Stevens mean? For starters, let s take spending camouflaged as marketing. Everyone sees all those expensive, slick, pointless campaigns day after day. Just turn on your TV set and there are all the look-alike ads from Ford, GM, and Chrysler with look-alike cars going down . . . a road. Creative? Probably...

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- Authored by Mark Stevens
- Released at 2003



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