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Your Marketing Sucks (Hardback)

By Mark Stevens

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 yes--nice scenery, good-looking people, etc., etc. But effective? Mark Stevens says absolutely not. Like you re going to spend \$30,000 or more for the privilege of seeing a car go down . . . a road? Wouldn t it be easier for the Big Three in Detroit just to open the windows at their ad agencies and throw out gobs of thousand-dollar bills? Don t get Mark Stevens started on marketing that sucks, or he might mention all those oh-so-cool people-in-black at the ad agencies developing campaigns that generate all kinds of buzz--in the advertising community. But not in the marketplace. (Oops.) Note to advertisers from Mark Stevens: If you have an advertising agency that applies for any kind of...

Reviews

Complete guideline! Its this type of great read through. it absolutely was writtern quite perfectly and helpful. I am very happy to explain how this is basically the best book i actually have read through during my personal life and can be he very best book for at any time.

-- Joshua Gerhold PhD

A very awesome book with perfect and lucid reasons. It really is basic but shocks within the 50 percent of the book. Its been designed in an exceptionally easy way and is particularly merely right after i finished reading this ebook where in fact changed me, change the way i think.

-- Meagan Roob