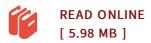




Marketing: The Good, the Bad and the Ugly

By Tom Feltenstein

Tag Publishing LLC, United States, 2013. Paperback. Book Condition: New. 229 x 190 mm. Language: English Brand New Book ***** Print on Demand *****. Rhetoric is OUT! Engagement is IN! The world of marketing has undergone massive change in the last 15 years - some of it good, some bad, and some just downright ugly! Tom Feltenstein, the modern-day father of Four Walls Branding and Strategic Neighborhood Marketing now offers you the understanding that customers no longer want to be shouted at with senseless marketing that doesn t engage. The interactive world of social media has opened up vast new opportunities for businesses, but it has also created a lot of confusion on how to go about capturing that audience. Tom delivers answers and shows how his basic principles of Neighborhood Marketing first offered in his book, The 10-Minute Marketer's Secret Formula can be translated into this exciting new world. The ideas and principles of pioneers in business such as Tom s mentor, McDonald s late founder Ray Kroc, still work. In fact, they work better in today s world because they were founded on the idea of engagement at the local level. Tom describes how to win against bigger...



Reviews

It becomes an awesome ebook which i have ever go through. it was writtern quite perfectly and valuable. You will like just how the writer write this ebook.

-- Kane O'Reilly

A must buy book if you need to adding benefit. It is actually writter in basic phrases and not confusing. I found out this book from my i and dad suggested this pdf to find out.

-- Shany Zemlak