



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...



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