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***Richard Laermer***

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Brief introduction: The marketing revolution is here, so get on the right side of the barricade and become a part of it! Lets thank Mr. and Mrs. Consumer and their little Consumerlings who have seized power from the corporations and are now firmly in control. In Punk...

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With Punk Marketing, there's a built-in plan to equip you with tools to make all this change work out just fine, thanks. Punk Marketing is the first shot—soon to be heard 'round the world—of a long-awaited and breathless uprising that businesses want, deserve, and desperately need.

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Get this from a library! Punk marketing : get off your ass and join the revolution. [Richard Laermer; Mark Simmons, marketing analyst.] -- "In quick chapters, this punched-up guide is for creative types and marketing zealots seeking to overthrow the remains of marketing as it is known today. Graphics."--Jacket.

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Punk Marketing-Get off Your Ass and Join the Revolution Richard Laermer and Mark Simmons Collins (2007) 256 pages, Hardcover, \$25.95. Reviewed by: Carla Patalano, Wentworth Institute of Technology

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just fine, thanks. Punk Marketing is the first shot—soon to be heard 'round the world—of a long-awaited and breathless uprising that businesses want, deserve, and desperately need.

**Punk Marketing - Richard Laermer - E-book - HarperCollins US**

The marketing revolution is here . Punk Marketing is the long-awaited and breathless uprising that businesses want, deserve, and desperately need.. In this radical guide, Richard Laermer and Mark Simmons take an irreverent, penetrating look at the seismic change in the relationship between the people who sell stuff—products, services, entertainment—and those who purchase it.

**Punk Marketing - Richard Laermer - Paperback**

Punk marketing : get off your ass and join the revolution. Responsibility Richard Laermer and Mark Simmons. Imprint New York, N.Y. : Collins, 2007. Physical description xxix, 225 p. : ill ; 24 cm. Online. Available online At the library. SAL3 (off-campus storage) Stacks Request.

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Mark is also the co-author of business books 'Punk Marketing: Get Off Your Ass and Join the Revolution' and 'The Business Playground: Where Creativity and Commerce Collide.' GLOBAL MARKETER Was a senior global marketing executive at Coca-Cola, a consultant to the Gates Foundation and CMO of tech startups Talenthouse and FAB Financial.

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