



People Buy Brands Not Companies

By John Tantillo Phd

Five Titles Press, United States, 2010. Paperback. Book Condition: New. 203 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.People Buy Brands Not Companies is Dr. Tantillo's game-changing exploration of marketing and how it has been consistently and disastrously misunderstood. His concept of the marketing lens will empower the reader. It will change their businesses and their lives. There simply isn't anything that can't be analyzed more effectively or run more efficiently and profitably when you apply the marketing lens, writes Tantillo, nationally known as The Marketing Doctor. His unique approach blends his PhD in Applied Research Psychology with decades of corporate marketing acumen. Marketing is everything and this book proves it. People Buy Brands, Not Companies provides the novice with a critical advantage in the area of business and personal branding, and is the much-needed booster shot for the marketing professional. The Marketing Doctor moves marketing to the center stage of human activity where it belongs. He vanquishes the bean counters and vindicates marketing's importance for the bottom line. In the process, Tantillo proves that marketing is fundamental to the success of almost any venture, business or personal. People Buy...



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