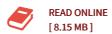




Your Marketing Sucks (Hardback)

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

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-- Eddie Schuppe

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How to Be a Man

(Hardback)

HarperCollins Publishers, United Kingdom, 2018. Hardback. Condition: New. Language: English. Brand new Book. Are men supposed to be fighters? Lovers? Hunter-gatherers? Fashionistas? Business gurus? Culinary experts? You're wrong if you think one man can't be a jack AND a master of all...



Hacks for Minecrafters: Combat Edition: The Unofficial Guide to Tips and Tricks That Other Guides Won't Teach You (Hardback)

Skyhorse Publishing, United States, 2014. Hardback. Condition: New. Language: English. Brand new Book. From the author of Hacks for Minecrafters and Hacks for Minecrafters: Master Builder comes the most encompassing guide ever to combat in the world of Minecraft! With more than 100...



That's Not the Monster We Ordered (Hardback)

Skyhorse Publishing, United States, 2016. Hardback. Condition: New. Richard Fairgray, Terry Jones (illustrator). Language: English. Brand new Book. The day the Turner family gets their very own monster is a momentous event in the neighborhood. Everyone gathers for the occasion. The monster...



Muse of Nightmares: the magical sequel to Strange the Dreamer (Hardback)

HODDER & STOUGHTON, United Kingdom, 2018. Hardback. Condition: New. Language: English. Brand new Book. 'Muse of Nightmares is a philosophical fantasy adventure, an epic love story, a daring quest that demands to be read and reread and deserves to be remembered forever.'...



Single Girls Don't Cry, They Pray: Food for the Soul of the Single Godly Woman (Hardback)

AUTHORHOUSE, United States, 2018. Hardback. Condition: New. Language: English. Brand new Book. You're single, and you love God. Now what? You are a recent widow or divorced after years of marriage. Now what? You have never been married, and you love God....



Negotiating with Backbone: Eight Sales Strategies to Defend Your Price and Value (Hardback)

Pearson Education (US), United States, 2015. Hardback. Condition: New. 2nd edition. Language: English. Brand new Book. B2B sales professionals: resist mindless discounting, level the playing field against tough procurement organizations, and close the deal on your terms! Negotiating with Backbone, Second Edition...