



Myth, Magic Marketing: An Irreverent History of Branding from the Acropolis to the Apple Store

By Walt Kuenstler

Zolexa Publishing. Paperback. Condition: New. 150 pages. Dimensions: 8.0in. x 5.2in. x 0.5in. Marketing success is all about the promise. Whether cosmetics, or tires, or office copiers, you are selling hope for a better tomorrow. Consumers buy new products unconsciously seeking magical solutions to their lifes problems. Make me beautiful. Make me manly. Make me rich. Marketers are happy to pose as wizards, whose cornucopia of cars and cosmetics and computers can make those dreams come true. These are archetypal behaviors, deeply embedded in our psyches, awaiting the appropriate incantation from clever marketers to compel purchase. Myth, Magic and Marketing shows how to harness these deep-rooted motivational systems for your products. Written in a breezy unpretentious style, youll enjoy every page! This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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