



## The Character of the Customer: A Story from the Method Marketing Files of Stan Islavski

---

By Bruce Labovitz, Brian Regli

iUniverse, United States, 2010. Paperback. Book Condition: New. 231 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.A typo in a help wanted ad results in Constantin Stanislavski being cast in the role of Marketing Director for a company in transition. Stanislavski, through the contrived alter-ego of Stan Islavski, is tasked by the company's CEO with using the techniques of his Method to turn around the marketing department and reconnect the company its products and its services with its customers and markets. The one condition of his assignment, however, is that he cannot reveal his true identity until after his team's new marketing plan is presented to the company's senior management and board just three months later. Using the principles of his Method Acting technique, Stan sets out to help the company and its cast of characters to find their corporate self and connect it to the actions of the marketplace. Along the way, the managers he is training learn to cope with his digressions, stories and analogies all the while unwittingly learning to apply concepts such as observation, emotion memory and even a little magic to their daily work. In the...



**READ ONLINE**  
[ 2.42 MB ]

### Reviews

*If you need to adding benefit, a must buy book. It is actually rally interesting throgh reading time period. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Olen Mills**

*An extremely awesome ebook with perfect and lucid reasons. This is certainly for all who statte there was not a well worth looking at. Your daily life span will likely be convert as soon as you complete looking over this book.*

-- **Anahi Heaney**