

Mao in the Boardroom: Marketing Genius from the Mind of the Master Guerrilla

By Stricker, Gabriel

St. Martin's Griffin, 2003. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Brief and pointed guerilla marketing case histories presented with humor for a younger audience.



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Reviews

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It is really an remarkable publication i actually have possibly study. It usually is not going to cost excessive. Its been written in an exceedingly basic way and is particularly only right after i finished reading this publication through which basically transformed me, affect the way i think.

-- Dr. Breana O'Kon