



The Marketing Cynic's Reader

By Edward Moss

Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, The Marketing Cynic's Reader, Edward Moss, This informative work takes a sideways and sometimes irreverent swipe at the business of marketing, whilst offering sound and experience-based guidance about the whole gamut of marketing communications. In order to get the reader's creative juices flowing, Edward Moss adds a wide range of illustrative examples to his descriptions of marketing communications and presentations. His long experience in the business has given him a rich seam of alarming, highly comical and downright scary examples of marketing people getting it seriously wrong - and seriously right sometimes too. He adds also a number of what he calls his soap-box meanderings whilst tripping lightly through the marketing minefields.



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Reviews

This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Natalie Abbott**

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be playful, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.

-- **Rene Olson**