

Marketing Myths That Are Killing Business: The Cure for Death Wish Marketing



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(Mae Jones)

MARKETING MYTHS THAT ARE KILLING BUSINESS: THE CURE FOR DEATH WISH MARKETING



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Condition: New. Ships From Canada. Sewn binding. Paper over boards. 308 p. Audience: General/trade. Book Description: Most businesses blithely cling to common marketing ""wisdom""-and many pay the price by failing. That's the tough premise of this spirited book, packed with unconventional solutions and counter-intuitive answers adaptable to almost any business situation. Drawing on years of experience in the marketing trenches and corporate boardrooms as two of the most renowned marketing consultants in America, Kevin J. Clancy and Robert S. Shulman show marketers how to eliminate the myths and death wish practices that are killing brands, products, services, and companies throughout the world. Readers will learn to self-correct more than 100 prevalent death wish marketing fallacies. --This text refers to the Paperback edition. Ingram Written by two of the foremost experts in marketing, this highly readable guide debunks the most commonly accepted myths that have perpetuated themselves in American.



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