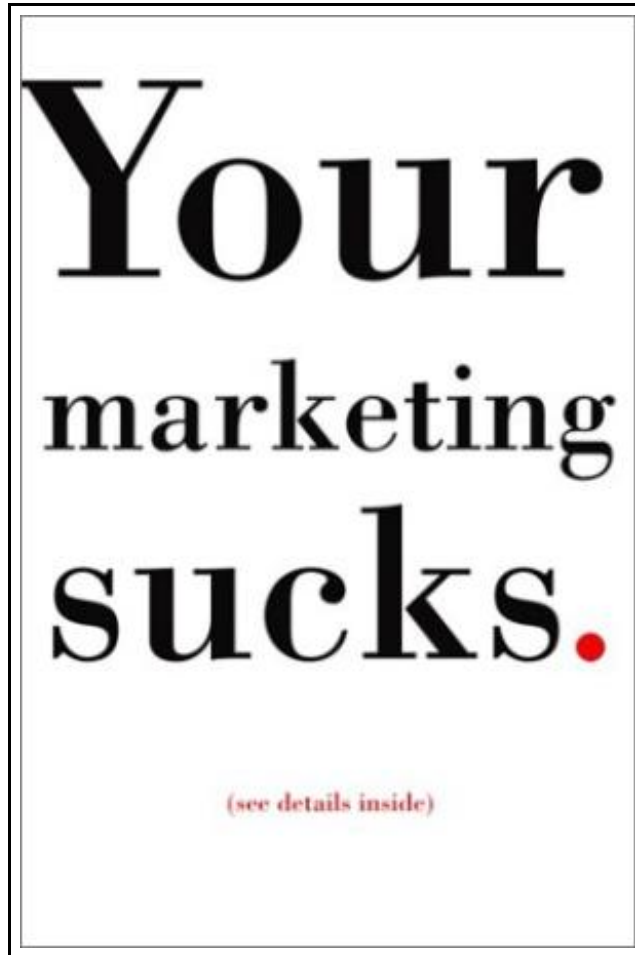


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Random House USA Inc, United States, 2003. Hardback. Book Condition: New. 211 x 145 mm. Language: English . Brand New Book. Your marketing sucks . . . What in the world does Mark Stevens mean? For starters, let s take spending camouflaged as marketing. Everyone sees all those expensive, slick, pointless campaigns day after day. Just turn on your TV set and there are all the look-alike ads from Ford, GM, and Chrysler with look-alike cars going down . . . a road. Creative? Probably yes--nice scenery, good-looking people, etc., etc. But effective? Mark Stevens says absolutely not. Like you re going to spend \$30,000 or more for the privilege of seeing a car go down . . . a road? Wouldn t it be easier for the Big Three in Detroit just to open the windows at their ad agencies and throw out gobs of thousand-dollar bills? Don t get Mark Stevens started on marketing that sucks, or he might mention all those oh-so-cool people-in-black at the ad agencies developing campaigns that generate all kinds of buzz--in the advertising community. But not in the marketplace. (Oops.) Note to advertisers from Mark Stevens: If you have an advertising agency that applies for any kind of an award (Clios, whatever), fire them immediately. They shouldn t be in the business to win ego awards for beautiful ads. They should be creating ads that sell. Period! If they talk about building mind share, fire them immediately as well. That s just another way of saying they ll camouflage their failure to generate sales behind an intellectual smoke screen. Mark Stevens is the best friend of anyone with a product or service to sell who wants to use marketing as a basis for growing the business. What he provides both entrepreneurs and Fortune...



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