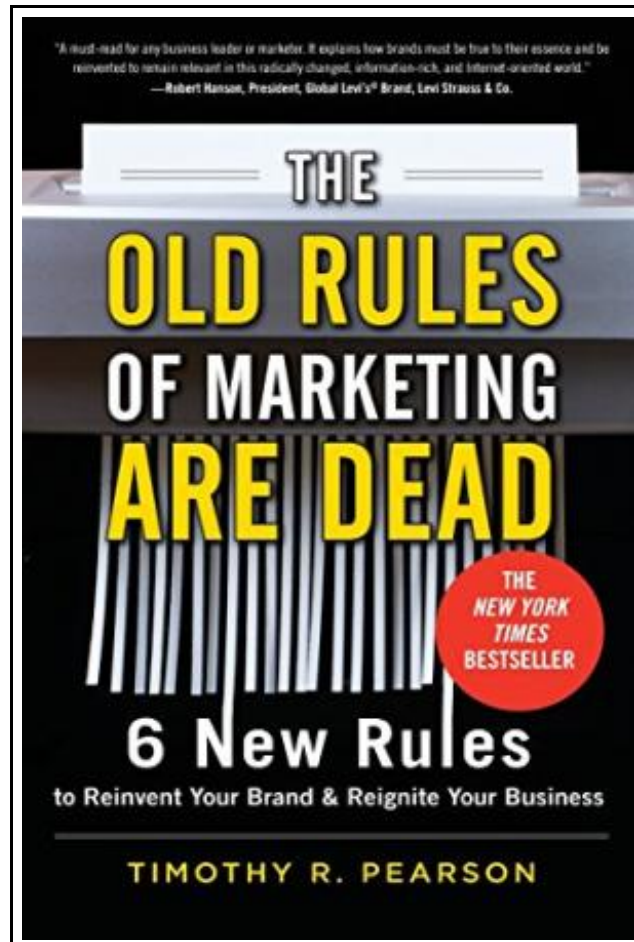


The Old Rules of Marketing Are Dead: 6 New Rules to Reinvent Your Brand & Reignite Your Business



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Reviews

Comprehensive information! Its this sort of excellent read. I could possibly comprehended every little thing out of this published e pdf. You wont sense monotony at at any moment of your time (that's what catalogs are for about when you ask me).

(Prof. Mauricio Howe III)

THE OLD RULES OF MARKETING ARE DEAD: 6 NEW RULES TO REINVENT YOUR BRAND & REIGNITE YOUR BUSINESS



McGraw-Hill Education - Europe. Paperback / softback. Book Condition: new. BRAND NEW, The Old Rules of Marketing Are Dead: 6 New Rules to Reinvent Your Brand & Reignite Your Business, Timothy R Pearson, The "New York Times" and "USA Today" Bestseller! Reinvent your marketing to keep up with an ever-changing marketplace A must-read for any business leader or marketer. It explains how brands must be true to their essence and be reinvented to remain relevant in this radically changed, information-rich, and Internet-oriented world. Robert Hanson, President, Global Levi s(r) Brand, Levis Strauss & Co. Pearson makes the clearest statement yet about the new world of marketing, as he makes the difficult and complex concepts of brands and reinvention understandable to everyone. Bob Jeffrey, CEO, JWT When it comes to global brands, Pearson has no peers. His understanding of how companies and enterprises that breakaway from their competitors and reinvent their businesses will inherit the next era of global commerce is revolutionary. Michel Recalt, Director of Marketing and Brand Strategy, LVMH Moet Hennessy Louis Vuitton "The Old Rules of Marketing are Dead" presents a new reality: marketing must be reinvented if it is to remain relevant by placing a premium on business acumen, strategy and communications. MaryLee Sachs, Chairman U.S., Hill & Knowlton Pearson has distilled 27 years of business experience into a book that shows the old ways of marketing have been replaced by new more up-to-date approaches and concepts to reinvent businesses and brands and drive profitable sales. Stephen G. Butler, retired Chairman / CEO, KPMG International / KPMG LLP Tim Pearson s name is synonymous with strategy, value-proposition development, and marketing. From now on, it will be synonymous with reinvention and the new do or die rules of business. Mark A. Emkes, retired Chairman, CEO and President, Bridgestone...



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