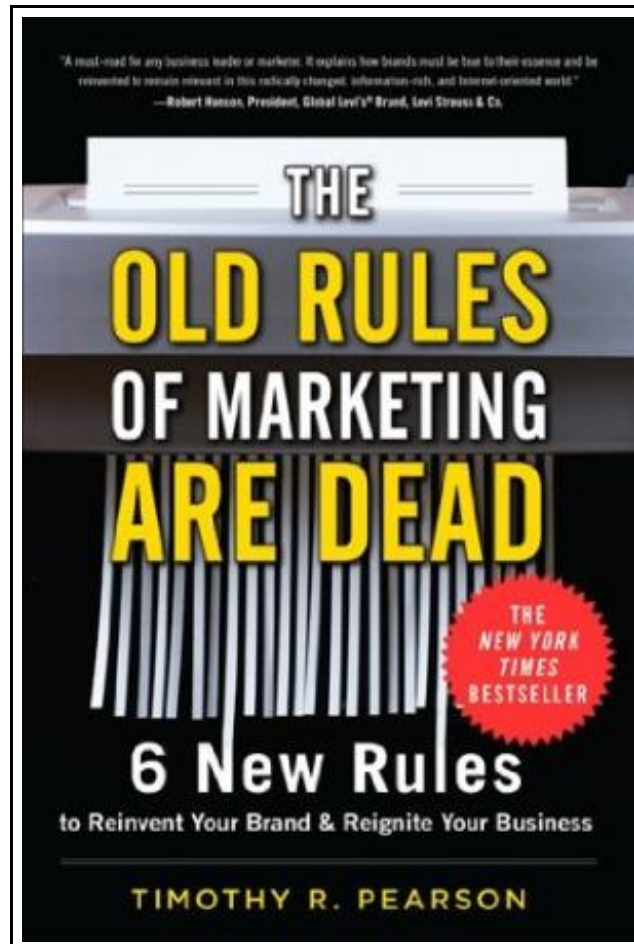


The Old Rules of Marketing are Dead 6 New Rules to Reinvent Your Brand and Reignite Your Business



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Reviews

It is one of the best books. Better than ever, though I am quite late in starting to read this one. You won't feel monotony at any moment of the time (that's what catalogues are for regarding the event you check with me).
(Dr. Kristin Dickens)

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



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McGraw-Hill. Hardcover. Book Condition: New. Hardcover. 256 pages. Dimensions: 9.0in. x 6.3in. x 1.0in. 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 Levis Brand, Levis Strauss and 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 and Knowlton Pearson has distilled 27 years of business experience into a book that shows the old ways of marketing have been replaced by new more up-to-date approaches and concepts to reinvent businesses and brands and drive profitable sales.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 Americas Every leader and company director must learn the fundamental rules and principles of reinvention that will bring marketing into the 21st century....



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