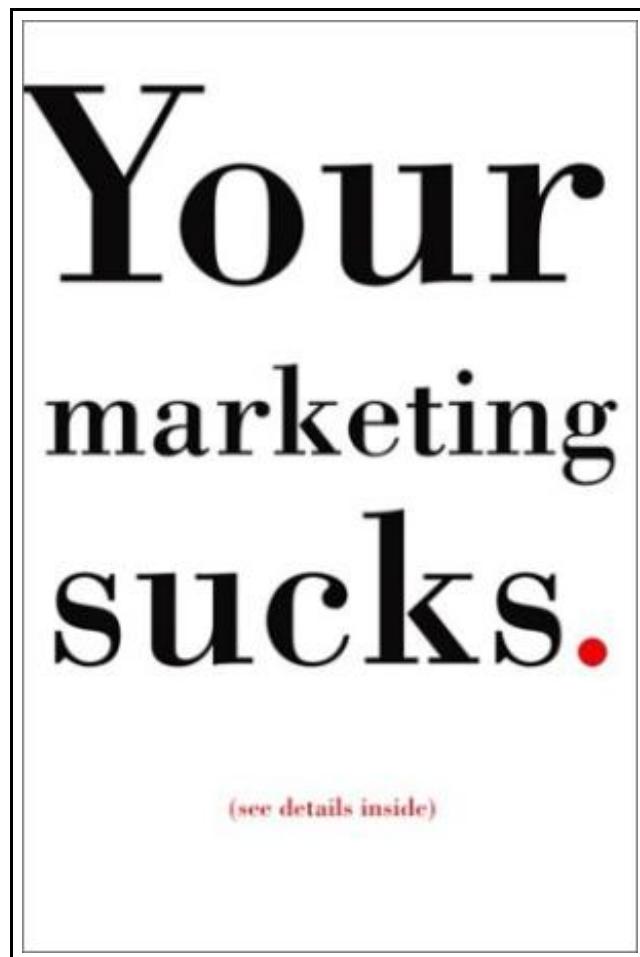


## Your Marketing Sucks (Hardback)



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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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