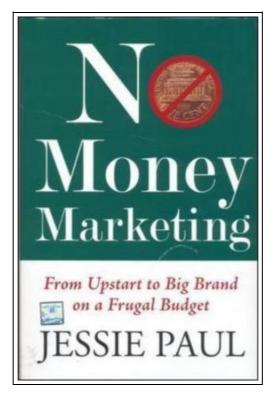
No Money Marketing: From Upstart to Big Brand on a Frugal Budget



Filesize: 8.23 MB

Reviews

A fresh electronic book with a new viewpoint. I was able to comprehended every thing using this written e pdf. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Isom Nader I)

NO MONEY MARKETING: FROM UPSTART TO BIG BRAND ON A FRUGAL BUDGET



McGraw-Hill Education, 2009. Hardcover. Condition: New. First edition. .An important value addition to the body of knowledge in global brand creation. N. R. Narayana Murthy, Chairman and Chief Mentor, Infosys "Highly readable.provides great insights into how a brand image can be created-or destroyed-in the global village." K. V. Kamath, Chairman, ICICI Bank ".Provides a fresh and valuable framework for how to make very little marketing money go a really long way." Rama Bijapurkar, Strategic Marketing Consultant and author of We Are Like That Only ".A timely, insightful provocative guide to marketers who want to succeed in today's flat world." President and CEO, ITSMA (IT Services Marketing Association) ".A must read for business heads and marketers alike." Amitava Chattopadhyay, The L'Oreal Chaired Professor of Marketing Innovation and Creativity, INSEAD ".An insightful guide through the rapidly changing terrain of marketing." Mukul Pandya, Executive Director/Editor-in-chief, Knowledge@Wharton, Wharton School ".Easy flow and intellectual rigor.makes the reading enjoyable and creative." Prof Prashant Salwan, Chairman, Strategic Management Area and CIMER, IIM Indore As the real and virtual worlds have fused seamlessly, the playing field for businesses has been leveled, enabling the marketing and delivery of products and services from anywhere on the map irrespective of size, scale and location. Traditional resources (time and money) and marketing tools (advertising and PR) are losing their advantage to new techniques like social networking, individual targeting and ecosystem marketing. Hence, freed from geographical, financial and demographic limitations, upstart companies can sell their wares and build their brands, outsmarting the giants. Designed to arm such Davids against Goliaths, No Money Marketing shows how an emerging brand can spot and tap into its marketing ecosystem of all stakeholders, and compete successfully with established brands for market share and mind share. The book enlightens entrepreneurs, marketers and managers with the vision and road...



Other Kindle Books



Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-09-01 Pages: 160 Publisher: the Jiangxi University Press Welcome Salan. service...

Download Document »



Some of My Best Friends Are Books : Guiding Gifted Readers from Preschool to High School Book Condition: Brand New. Book Condition: Brand New.

Download Document »



Games with Books : 28 of the Best Childrens Books and How to Use Them to Help Your Child Learn - From Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Download Document »



Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English. Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents...

Download Document »



Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade

Book Condition: Brand New. Book Condition: Brand New.

Download Document »