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By Murray, Chris

Atlantic, 2010. Paperback. Book Condition: New. 1. 13.1 x 19.9 cm. The Marketing Gurus summarises the lessons of seventeen of the most influential marketing books ever written. The features titles include: Crossing the Chasm by Geoffrey Moore. The Popcorn Report by Faith Popcorn. The Anatomy of Buzz by Emanuel Rosen. Purple Cow by Seth Godin. Relationship Marketing by Regis McKenna. Don't Think Pink by Lisa Johnson and Andrea Learned. Renovate Before You Innovate by Sergio Zyman. The Marketing Gurus distils thousands of pages on branding, promotion, publicity, advertising and more into easily digestible summaries, revealing the wisdom behind these standards of modern marketing. . Paperback.



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