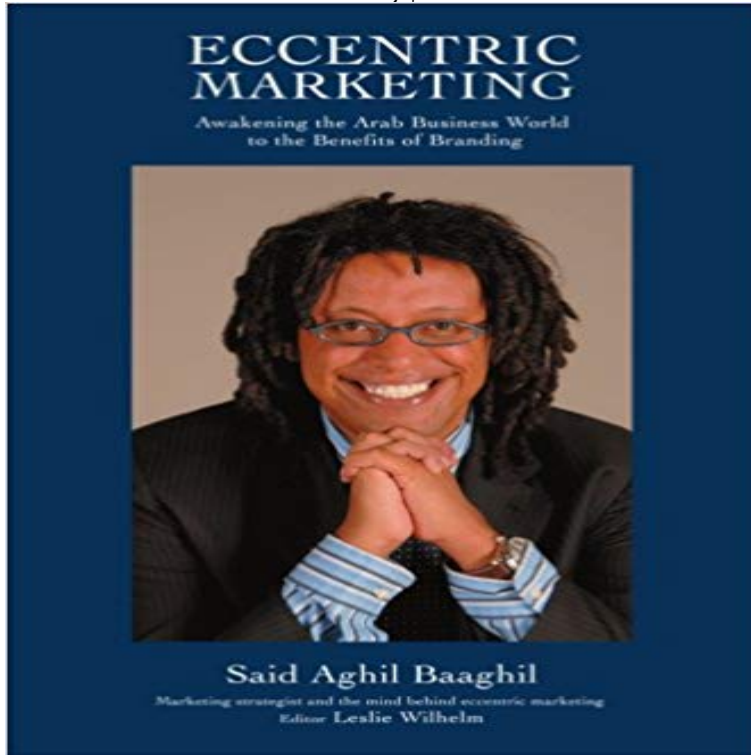


Eccentric Marketing: Awakening the Arab Business World to the Benefits of Branding



In Eccentric Marketing, marketing strategist and entrepreneur Said A. Baaghil outlines the framework for a forward-thinking new consumer model aimed at transforming the way products and services are marketed in the Middle East. Baaghil illustrates how modern-day CEOs of Middle Eastern corporations must radically alter their traditional marketing programs in order to survive the new global economy. Using real-world examples, Eccentric Marketing analyzes the marketing failures and successes of companies operating in the Middle East and makes a convincing argument about their vital need to implement consumer-based marketing. Baaghil also demonstrates how many common character faults of Middle Eastern CEOs can not only damage a brand, but ultimately lead to its complete demise. Eccentric Marketing details the current market reality for small-to-medium-sized companies in the Middle East and explains why most of these companies fail when promoting their products in the Western world. Drawing from actual business cases in Saudi Arabia, Baaghil proves that companies must learn how to instill their brand permanently in the consumer consciousness in order to survive and thrive. Baaghil's visionary concepts for building and integrating a powerful brand make Eccentric Marketing the must-have marketing guide for leading-edge companies operating in the Middle East.

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