

Marketing Greatest Hits Volume 2: Another Masterclass in Modern Marketing Ideas



Hard on the heels of the popular Marketing Greatest Hits by Kevin Duncan comes volume II, the definitive compendium of everything you need to know from the best minds in modern marketing - abridged, condensed, and ready for immediate action. As well as saving hundreds of hours of reading time, the reader is able to grasp ideas with pithy accuracy, explain them authoritatively to colleagues and, crucially, avoid being hoodwinked by those who claim to understand a concept when in fact they have got the wrong end of the stick. 40 books are summarised in six short chapters, one-minute summaries, and one-sentence summaries to give an immediate feel for the subjects. All the wisdom forms an intriguing 40-point manifesto to inspire your approach.

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