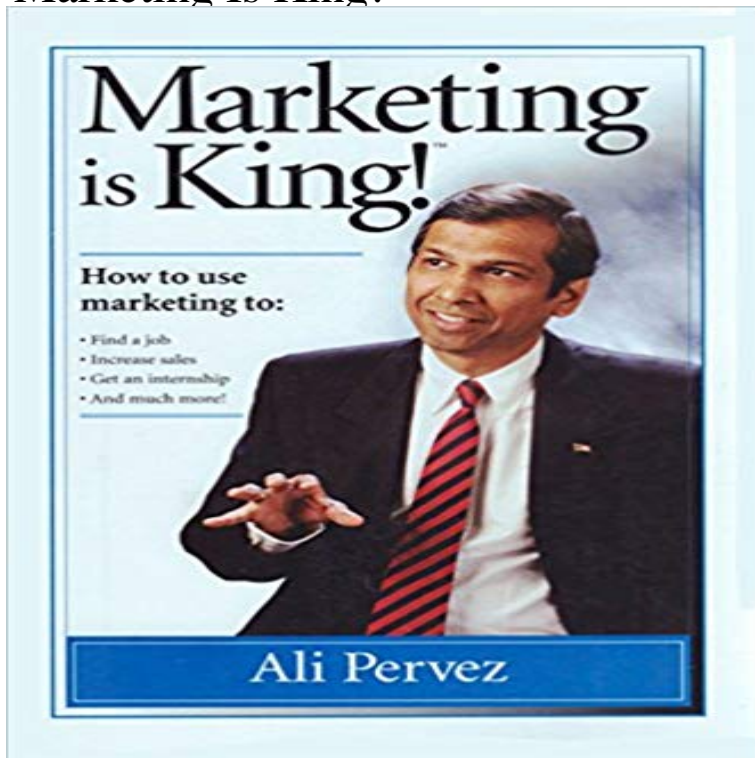


Marketing Is King!



My theory on life is pretty simple. If you want to succeed in life, be it in business, personal, or social, you need to understand marketing, and that is the aim of this book. It is not written as an M.B.A. crash course but to take a fresh at marketing, and move marketing away from something that is considered by many to be esoteric to something that can be simply understood and shared freely by everyone, and finally unleash the true power of marketing to all who want to use it.

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