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THE OLD RULES OF MARKETING ARE DEAD: 6 NEW RULES TO REINVENT YOUR BRAND & REIGNITE YOUR BUSINESS



McGraw-Hill Education - Europe. Paperback / softback. Book Condition: new. BRAND NEW, The Old Rules of Marketing Are Dead: 6 New Rules to Reinvent Your Brand & Reignite Your Business, Timothy R Pearson, The "New York Times" and "USA Today" Bestseller! Reinvent your marketing to keep up with an ever-changing marketplace A must-read for any business leader or marketer. It explains how brands must be true to their essence and be reinvented to remain relevant in this radically changed, information-rich,...

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- Authored by Timothy R Pearson
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