

Steal These Ideas: Marketing Secrets That Will Make You a Star



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Reviews

Thorough information! Its this kind of very good read. It is written in basic words and not hard to understand. You won't feel monotony at anytime of your respective time (that's what catalogues are for regarding should you question me).

(Roel Bogisich Sr.)

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Times Group Books, New Delhi, India, 2011. Softcover. Book Condition: New. First Edition. Steve Cone is chief marketing officer for Epsilon. Over his thirty-year career, Cone has earned a reputation for innovative marketing management, including stops along the way at Key Corp., American Express, and Fidelity. A true out-of-the-box thinker, Cone is known for imaginative solutions to tough marketing issues. Printed Pages: 208.

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