

Your Marketing Sucks: 10th Anniversary Edition

By Mark Stevens

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Marketing is always the primary force -- the catalyst, the driver, the tsunami -- for propelling the growth of a business. The problem is, the art and science of marketing is often poorly designed and terribly executed to the point that it just plain sucks. It fails to achieve the only legitimate goal for marketing: to drive a company's growth. In this Tenth Anniversary edition of Your Marketing Sucks, renowned CEO Mark Stevens guides the reader through the principles of successful, business-building marketing, expanding on and updating his global Best Seller with fresh new content focused on state of the art guidance for building a wired brand designed to thrive in the viral era. In this invaluable, time-tested book, the bedrock principles of extreme marketing are fused with the power of the Internet/social media to deliver exponential results. It is, in its totality, an idea whose time has come!

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Editorial Review

From Publishers Weekly
Most companies don't have a clue about good marketing, argues entrepreneur Stevens (Extreme Management) in his slender but vociferous book. What they need are the principles of "extreme marketing," in which every dollar "is set in a strategic context," is part of an integrated plan and brings in more than a dollar in return-strategies Stevens lays out in his readable, thought-provoking and sometimes outrageous book. He bashes marketers' "conventional wisdom" with an almost immoderate glee, and proposes big changes too: stop all marketing if you can't prove it works; don't use your competitors' marketing as a benchmark; don't depend on the results of focus groups; fire sellers that don't sell; cross-sell to consumers; and try direct mailings are just a few of his ideas. With charges like "Be persistent, relentless, inventive, counterintuitive, challenging, combative, strategic and tactical," readers may be tempted to think: easy for you to say. But this gem of a book is brimming with anecdotal evidence of advertising strategies gone awry, and full of examples of better plans. Diversification of programs is key, as are market testing and tracking. And if Stevens's examples aren't enough to convince (though they should be), his passion for his subject may carry the day. At the book's conclusion, Stevens instructs readers to not return to the office until they have figured out how to implement his advice. This is as different from more traditional and staid marketing how-tos as its title suggests.
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From Booklist
Stevens, a marketing consultant, promotes his theories by teaching readers how to get a positive return on their marketing investment. He offers strategies that include aligning marketing with a company's objectives, developing a clear statement of purpose, determining how to reach the broadest audience, and qualifying prospects. The author's tactics help readers describe their offerings, differentiate themselves from competitors, determine the best products to sell efficiently, capture leads and follow up on them, and structure steady growth plans. The author concludes with a step-by-step approach to analyzing a company's marketing efforts and then designing an action plan to make necessary improvements for reaching stated objectives. By following the author's instructions, the reader will engage in Extreme Marketing, in which every marketing dollar spent will bring in more than one dollar in return. Although this book is clearly an infomercial for Stevens' business, in our competitive marketplace it is critically important to reflect upon marketing initiatives and make every possible adjustment to improve them. *Mary Whaley*
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Review
"...clear, sensible suggestions for making money through marketing." -- *Time Magazine*

...this gem of a book is brimming with anecdotal evidence of advertising strategies gone awry... -- *Publisher's Weekly, July, 2003*

?Your marketing may suck, but this book doesn?t. Every single page has a story, an example, or a concept you?ll find yourself repeating to colleagues within days. Powerful stuff, not for amateurs or anyone too lazy to succeed.? ?Seth Godin, author of *Permission Marketing* and *The Purple Cow* -- *Review*

“Your marketing may suck, but this book doesn’t. Every single page has a story, an example, or a concept you’ll find yourself repeating to colleagues within days. Powerful stuff, not for amateurs or anyone too lazy to succeed.” —Seth Godin, author of *Permission Marketing* and *The Purple Cow*

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Carol Pyles:

A lot of people always spent their own free time to vacation or go to the outside with them loved ones or their friend. Are you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity that's look different you can read a book. It is really fun for you personally. If you enjoy the book that you just read you can spent the entire day to reading a reserve. The book Your Marketing Sucks: 10th Anniversary Edition it doesn't matter what good to read. There are a lot of folks that recommended this book. We were holding enjoying reading this book. If you did not have enough space to deliver this book you can buy the e-book. You can m0ore easily to read this book out of your smart phone. The price is not too expensive but this book possesses high quality.

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