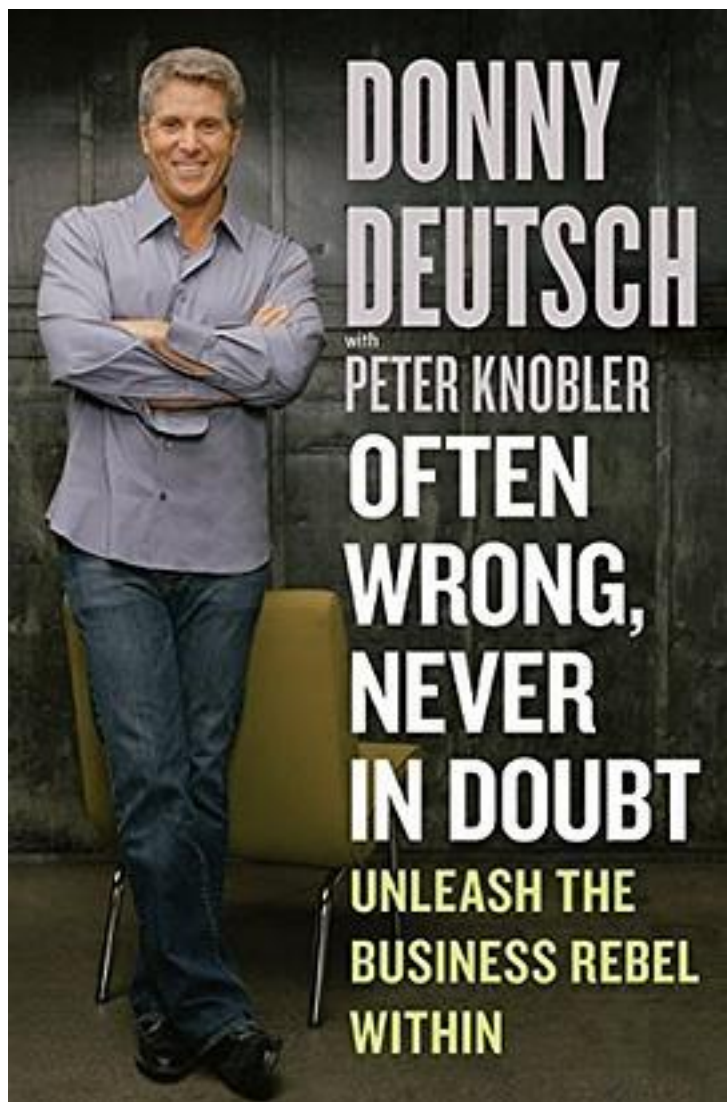


Often Wrong, Never in Doubt



[Often Wrong, Never in Doubt_下载链接1](#)

著者:Donny Deutsch

出版者:HarperBusiness

出版时间:2005-10-1

装帧:Hardcover

isbn:9780060567187

Donny Deutsch is a legendary media figure in America, visible to many as a frequent guest on "The Apprentice", the "Today" show and CNBC and as the host of his own CNBC show, "The Big Idea with Donny Deutsch". He is also a person that few feel indifferently towards. Whether you love him or passionately hate him, the undeniable success of Deutsch, Inc., which grew from a small family business into the ninth largest advertising agency under his leadership, makes Donny a business force no one can easily ignore. "Often Wrong, Never In Doubt" mixes Donny's personal experiences driving an enterprise to the forefront of its industry with a tour of the media universe through his inimitable eyes. In this book, Donny will discuss how he turned his father's advertising agency into cutting edge shop with blue-chip clients like Novartis, Revlon and Expedia. He'll explain why a good firing can energize an office; why your staff should ignore award-winning work; and even take a stab at explaining what really works in advertising and marketing - and why.

作者介绍:

目录:

[Often Wrong, Never in Doubt 下载链接1](#)

标签

咨询

世界

吞掉世界

2017

评论

勉强算是读过吧，文库和豆丁上都不全，只有43页……

[Often Wrong, Never in Doubt 下载链接1](#)

书评

[Often Wrong, Never in Doubt_下载链接1_](#)