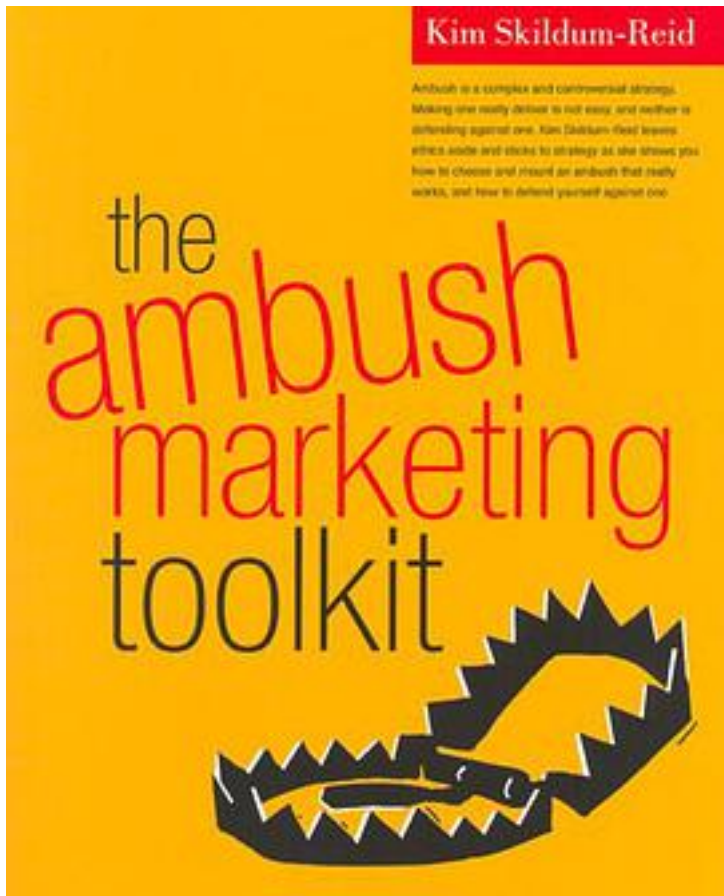


# 市场营销威力工具AMBUSH MARKETING TOOLKIT W/CD



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Make the most of ambush marketing There is a myth that it's only major sponsors of huge events that get ambushed. The truth is that ambush marketing goes on at all levels of the sponsorship industry, from small charities to industry associations,

festivals and the Soccer World Cup. In a world first, bestselling author Kim Skildum-Reid puts her more than 20 years of sponsorship marketing experience into the topic of ambush marketing. The Ambush Marketing Toolkit (with accompanying CD) provides sponsors, events, and prospective ambushers with a no holds barred, strategic approach to ambush prevention and the mounting of a successful ambush.

“When conceptualized and managed on a superficial level, sponsors can be easily ambushed by competitors - those who are able to build stronger and more meaningful relationships with the target audience despite their non-sponsor status. And that's why most marketers should be itching to get hold of The Ambush Marketing Toolkit, because no one likes to be ambushed, especially when it equates to shooting yourself in the foot.” --Suzanne Pollock, AMAMI for the Australian Marketing Institute (20070917)

作者介绍:

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