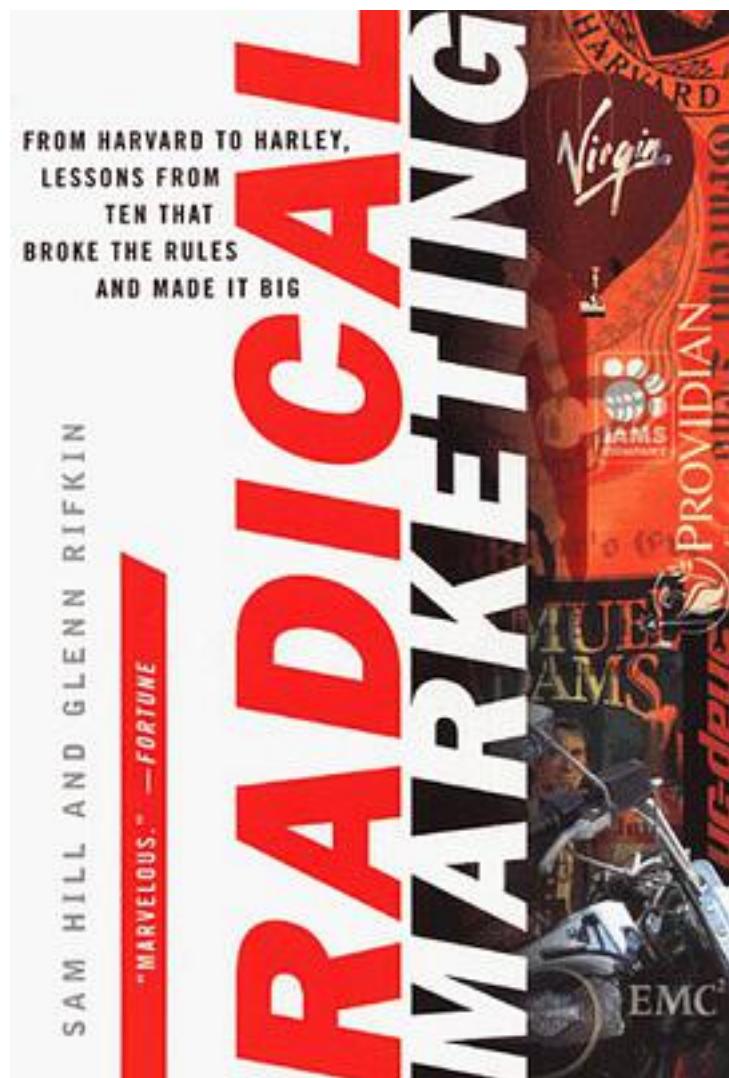


Radical Marketing



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出版者:Harpercollins

出版时间:2000-3

装帧:Pap

isbn:9780887309793

How did the Grateful Dead use its fanatical following to build a \$100 million brand that still thrives today? How did upstart Boston Beer Company--makers of Sam Adams--prevail over rival Anheuser-Busch without an advertising budget? And how did Iams create the premium pet food market and leap from \$16 million to \$600 million in sales in just fifteen years, while charging twice the price of competitor Ralston-Purina? The answer: radical marketing. In this fresh, provocative book, Sam Hill and Glenn Rifkin identify the marketing strategies that have enabled ten innovative companies to emerge as industry leaders. What do these organizations have in common? Each is in tune emotionally with its customer base, allowing them to glean superior marketing insight without spending millions of dollars. Each is more focused on the big picture--growth and expansion--rather than short-term profits. And, despite their current success, each started out with little more than a passion for their product. Engrossing, informative, and invaluable, Radical Marketing demonstrates how any company, large or small, can achieve unprecedented success through inventive and revolutionary tactics.

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