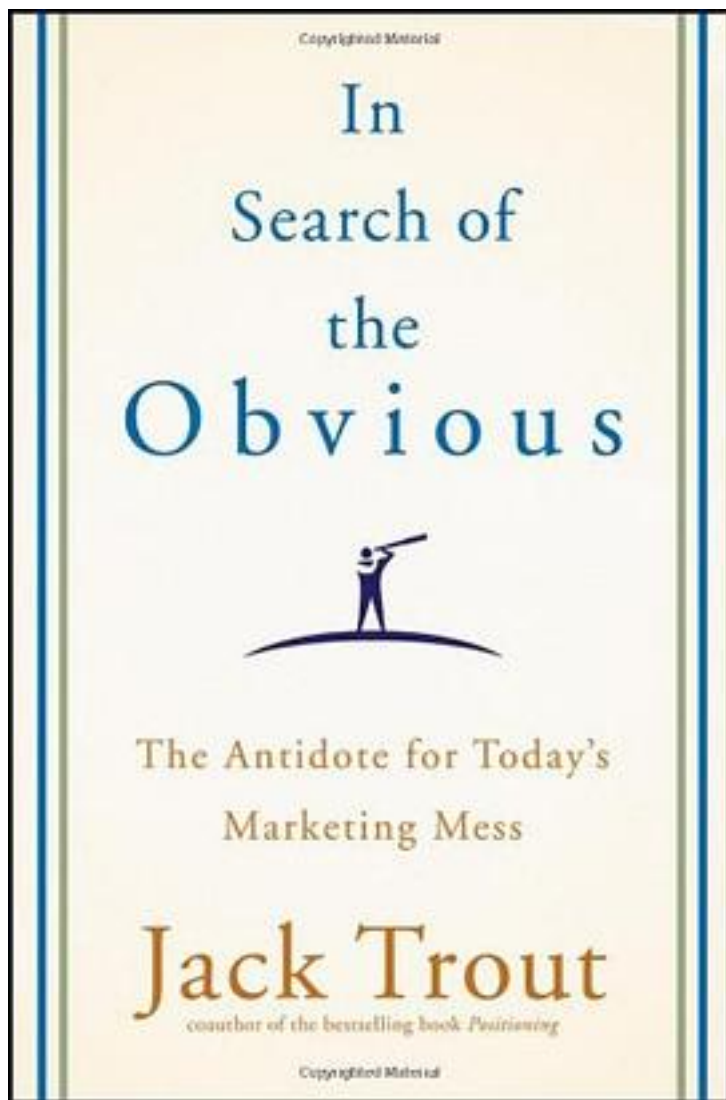


In Search of the Obvious



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在线阅读本书

This is the first book that states the obvious: Marketing is a mess. Marketing guru Jack Trout intends to make a lot of people, who made the mess, very uncomfortable: Advertisers are criticized as people who look for the creative and edgy, not the obvious. They will not be happy. Marketing people are criticized for getting hopelessly entangled in corporate egos and complicated projects. They will not be happy. Research people are criticized for generating more confusion than clarity. They will not be happy. Some big companies are criticized for their ill-fated marketing programs or lack of proper strategy. They will not be happy. Wall Street is criticized for putting too much emphasis on growth that is unnecessary and can be destructive to a brand. They will just ignore this criticism and continue trying to make as much money as they can. But this is a book not written to make people happy but to explain to marketers what their real problem is. Only then will they begin to look for the obvious solutions that will separate their products from their competitors -- in a way that is equally obvious to customers. All this comes with no jargon, no numbers, no complexity, and a great deal of common sense.

作者介绍:

目录:

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标签

marketing

评论

看了一半。。挺不错的。。老头儿学问很好

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书评

这本书就是JACK
TROUT之前的一些书的总结。虽然名字有点特别，但是整篇都在引用之前书的例子。
看differential or die更有意思，也更深入更有针对性。

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