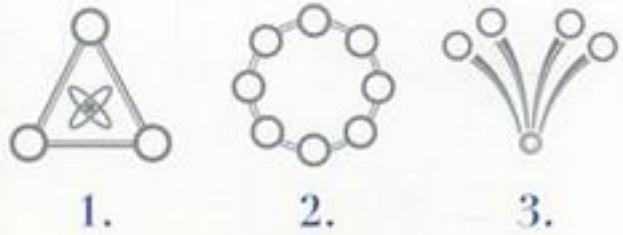


# The Perfection of Marketing

## The *Perfection* of Marketing

*The CEO's Guide to Building a Brand  
and Driving Sales in Three Steps*



James Connor

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出版者:Diamond Cutter Press

出版时间:2009-01-01

装帧:Hardcover

isbn:9780976546931

The Perfection of Marketing puts you in the room with James Connor, a leading brand expert to hear the exact advice he's given to over 200 CEOs on the most efficient methods to build their brand and increase marketing ROI. Culminating from 12 years of work, these best practices are battle tested for small and midsized businesses. This practical guide gives you the detailed playbook run by The James Group, a brand strategy and full-service advertising agency in New York City, which has made more money for 95% of their clients. Skillfully written in narrative style, this book is a must have for any CEO who wants to grow a company through marketing. With a summary and key questions at the end of each chapter, The Perfection of Marketing provides a clear path to marketing success.

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