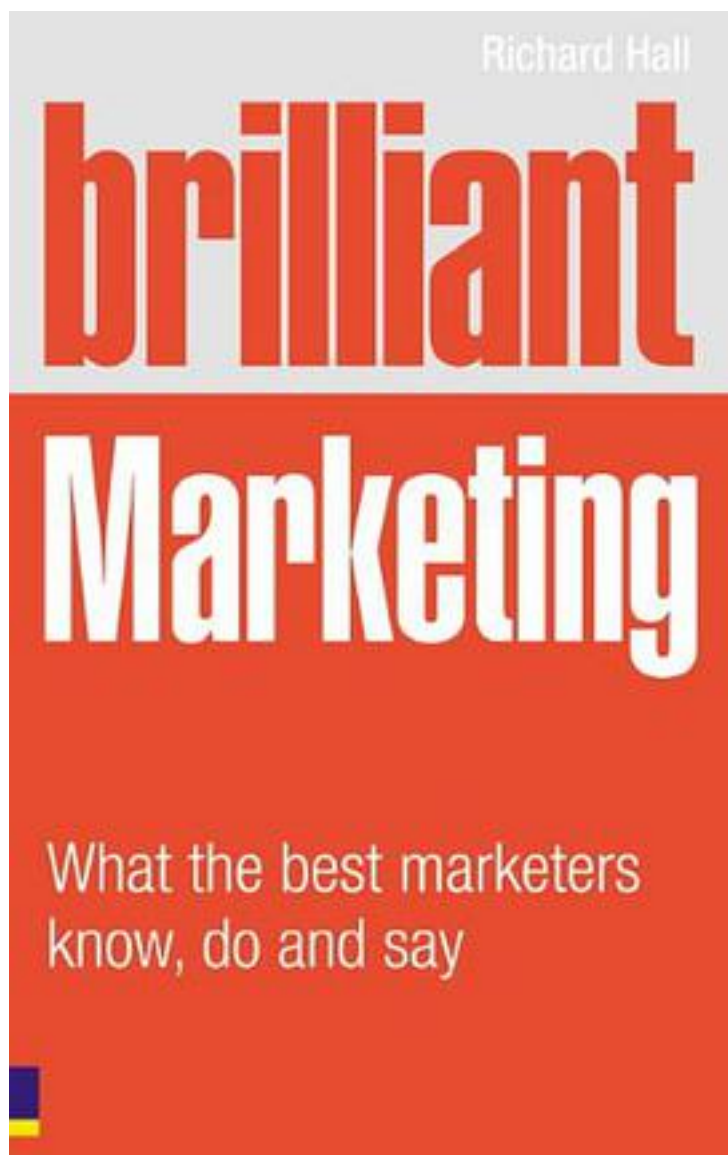


Brilliant Marketing



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Marketing. Everyone knows it's really hard to do well and marketers have never been under so much pressure. More questions are being asked about value and effectiveness than ever before. We live in a world of turbulence and flux. This book gives you the tools and the motivation to deal with this change and to go out and be described as a brilliant marketer. Brilliant Marketing answers key questions such as: What is a brand? What is marketing and how is it changing? What is good, what is poor, what is brilliant? How can I be creative enough to stand out? Creative like the Google logo. Creative like Cadbury's Gorilla. How do I write and manage a marketing plan?

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