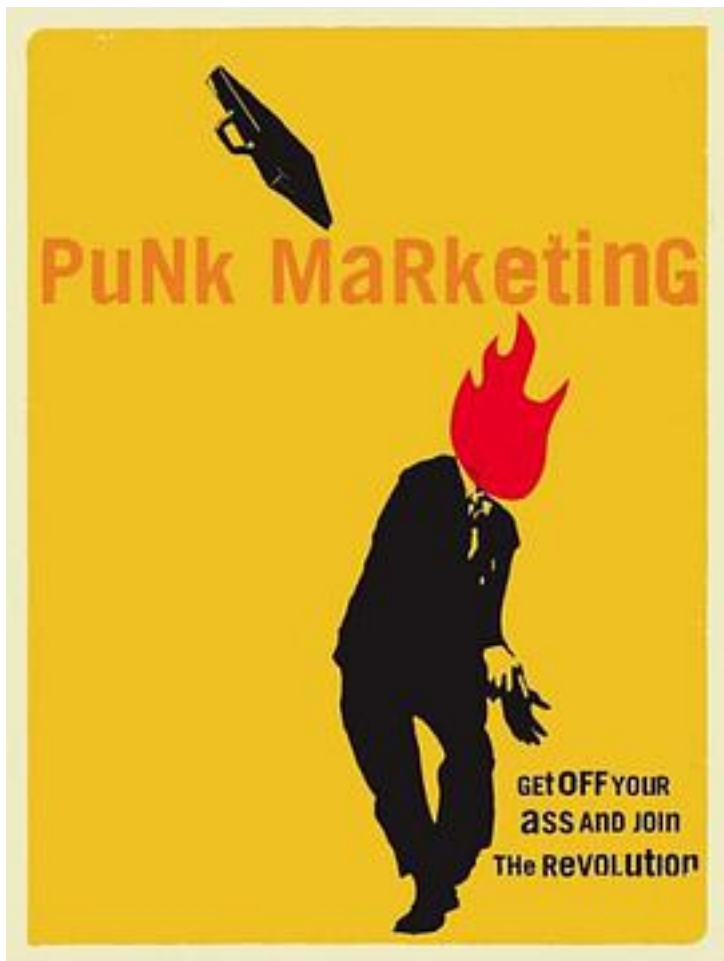


Punk Marketing



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The marketing revolution is here Punk Marketing is the long-awaited and breathless uprising that businesses want, deserve, and desperately need. In this radical guide, Richard Laermer and Mark Simmons take an irreverent, penetrating look at the seismic

change in the relationship between the people who sell stuff—products, services, entertainment—and those who purchase it. They demonstrate that to survive in business, a revolutionary approach is needed—one they have branded "Punk Marketing"—and it's one we all need to understand, for the traditional divisions among commerce, content, and consumers are continuing to blur ever more rapidly. Never dull, sometimes controversial, but always a helluva lot of fun, Punk Marketing presents a manifesto for any business-person needing to engage consumers—or any consumer seeking to understand and employ their newfound power. And here's the good news: It's based on principles that have existed forever. In an age of digital video recorders, "branded" entertainment, cell phones, TV, multiplayer online games, and never-ending social networking, a coherent approach to marketing has never been more vital. With Punk Marketing, there's a built-in plan to equip you with tools to make all this change work out just fine, thanks.

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