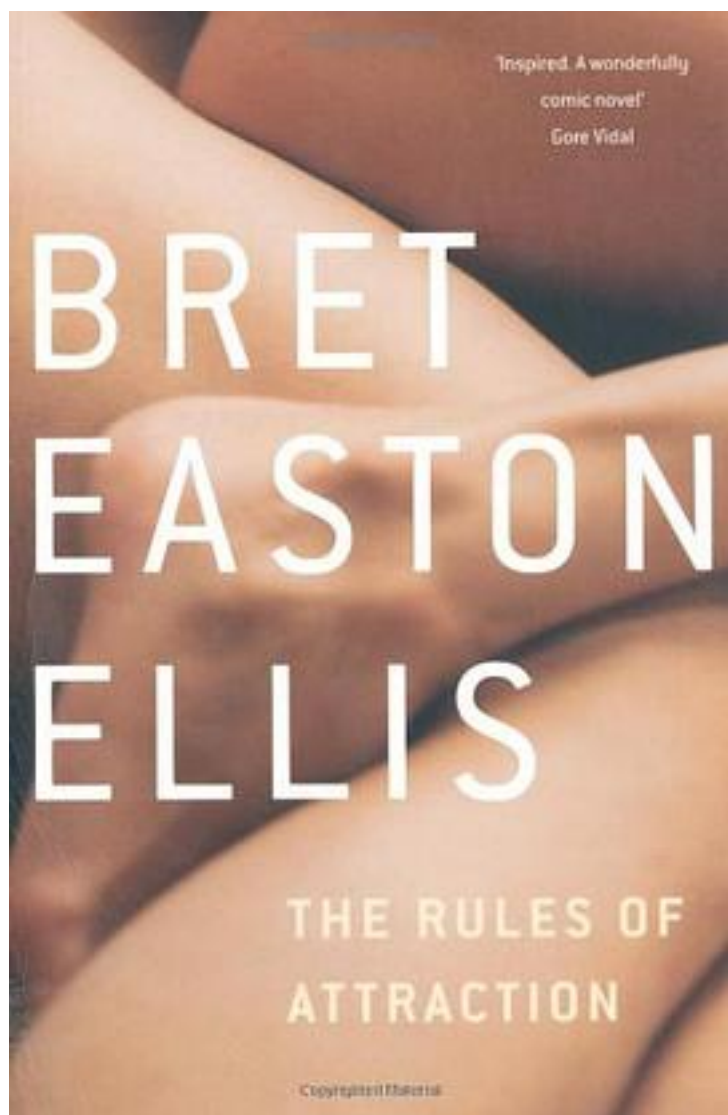


The Rules of Attraction



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著者:Deo, Mark

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Traditional marketing pushes people away Learn the art of attraction. Entrepreneurs, business owners and marketing managers across all industries are learning the hard way that the platitudes they've read or heard about attraction-based marketing just don't easily translate into their business. In the Rules of Attraction, the author has assembled 14 precepts which allow marketers to put into practice a new philosophy toward attracting clients, winning team cooperation and building a network business affiliates. The Rules of Attraction is a practical, hands-on manual that will assist readers in correctly devising, executing and monitoring attraction-based marketing strategies. It will both shake the foundations of the most experienced marketer as well as serve as a planning guide for the novice. After reading this book, they will be able to clearly define emerging market needs and systemize the creation and implementation of an attraction-based marketing campaign.

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