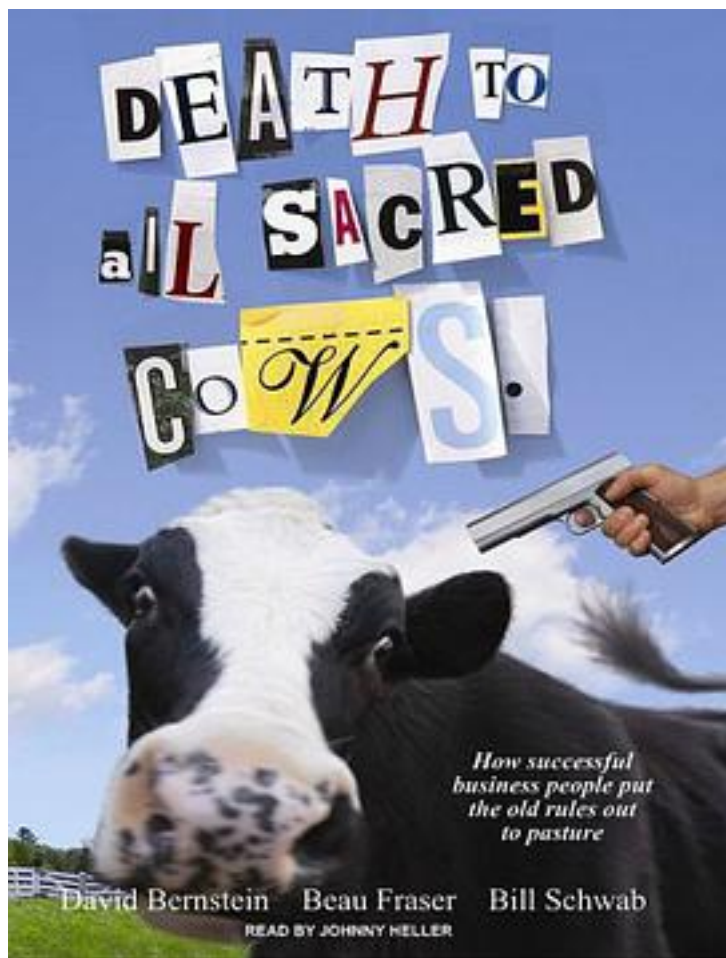


Death to All Sacred Cows



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In this hysterically irreverent and wise book, three award-winning advertising executives prove that in business, Sacred Cows deserve to die. Beau Fraser, David Bernstein, and Bill Schwab share their successful approach to euthanizing Sacred

Cows through humorous and vivid real-world, global examples.

作者介绍:

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