



The Old Rules of Marketing Are Dead: 6 New Rules to Reinvent Your Brand & Reignite Your Business

By Timothy R Pearson

McGraw-Hill Education - Europe. Paperback / softback. Book Condition: new. BRAND NEW, The Old Rules of Marketing Are Dead: 6 New Rules to Reinvent Your Brand & Reignite Your Business, Timothy R Pearson, The "New York Times" and "USA Today" Bestseller! Reinvent your marketing to keep up with an ever-changing marketplace A must-read for any business leader or marketer. It explains how brands must be true to their essence and be reinvented to remain relevant in this radically changed, information-rich, and Internet-oriented world. Robert Hanson, President, Global Levi's® Brand, Levi Strauss & Co. Pearson makes the clearest statement yet about the new world of marketing, as he makes the difficult and complex concepts of brands and reinvention understandable to everyone. Bob Jeffrey, CEO, JWT When it comes to global brands, Pearson has no peers. His understanding of how companies and enterprises that breakaway from their competitors and reinvent their businesses will inherit the next era of global commerce is revolutionary. Michel Recalt, Director of Marketing and Brand Strategy, LVMH Moët Hennessy Louis Vuitton "The Old Rules of Marketing are Dead" presents a new reality: marketing must be reinvented if it is to remain relevant by placing a premium on...



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