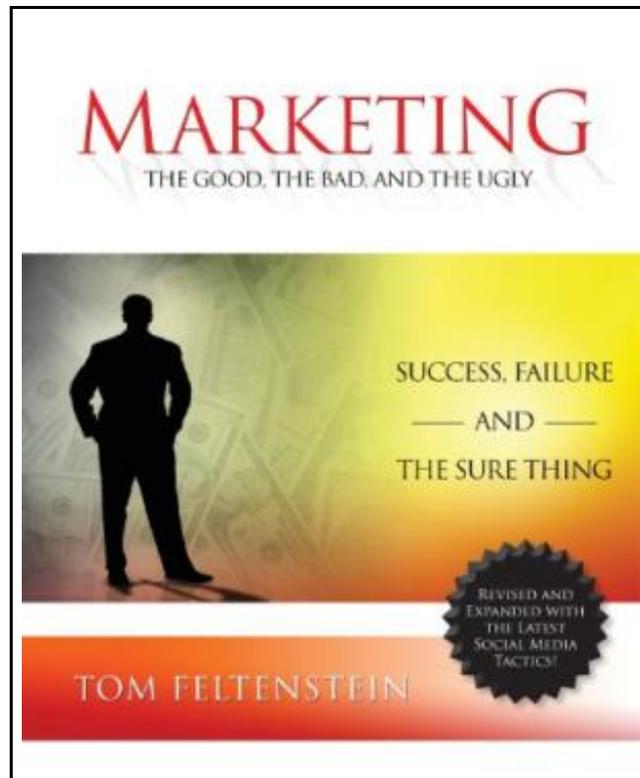


## Marketing: The Good, the Bad and the Ugly



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Tag Publishing LLC, United States, 2013. Paperback. Book Condition: New. 229 x 190 mm. Language: English Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Rhetoric is OUT! Engagement is IN! The world of marketing has undergone massive change in the last 15 years - some of it good, some bad, and some just downright ugly! Tom Feltenstein, the modern-day father of Four Walls Branding and Strategic Neighborhood Marketing now offers you the understanding that customers no longer want to be shouted at with senseless marketing that doesn't engage. The interactive world of social media has opened up vast new opportunities for businesses, but it has also created a lot of confusion on how to go about capturing that audience. Tom delivers answers and shows how his basic principles of Neighborhood Marketing first offered in his book, *The 10-Minute Marketer's Secret Formula* can be translated into this exciting new world. The ideas and principles of pioneers in business such as Tom's mentor, McDonald's late founder Ray Kroc, still work. In fact, they work better in today's world because they were founded on the idea of engagement at the local level. Tom describes how to win against bigger companies, bigger ad budgets and bigger campaigns. Having helped build McDonald's sales one neighborhood at a time, he has the practical hands-on knowledge and experience to back his claim. The environment may be new, but the principles of customer engagement are as old as time. These techniques are already being used with tremendous success by an elite group of retailers: Harley-Davidson, Krispy Kreme, McDonald's, Nordstroms, Starbucks and even Costco. Now is your chance to capitalize on these essential principles and explode your sales by applying them in your business each and every day.



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