How to Become a Marketing Superstar: Unexpected Rules That Ring the Cash Register by Jeffrey J. Fox

Fox Does It Again!

With more than 600,000 books in print, nationally bestselling author Jeffrey Fox is back to outfox the competition-this time with counterintuitive advice on how to become a marketing genius. In his four previous bestselling business books, Jeffrey Fox has helped readers land great jobs and rise to the top of their professions. Now he turns his contrarian eye to marketing through brand building and innovation. Fox's advice is delivered in snappy, to-the-point chapters that zero in on his creative-and often counterintuitive-advice and features such unforgettable fundamentals as: 

- Make a big splash, instead of a lot of little ripples
- Always have a pipeline to the president
- Own a market, not a mill
- The long and short definitions of marketing

There are also provocative Instant Marketing Superstar challenges throughout the book, offering the reader a chance to solve real
business problems. In a time of corporate budget cuts, its more important than ever for all employees to be creative marketers. How to Become a Marketing Superstar is certain to find a place on the shelves of anyone who wants to increase sales in a competitive marketplace.

Features:
* ISBN13: 9780786868247
* Condition: NEW
* Notes: Brand New from Publisher. No Remainder Mark.

**Personal Review: How to Become a Marketing Superstar: Unexpected Rules That Ring the Cash Register by Jeffrey J. Fox**

I've been a Fox Fan for years and this book is another fine example why. In it, Jeff delivers his usual quality stuff. You'll find chapter after chapter of useful tips, thoughtful advice and no-nonsense rules. Jeff doesn't pull any punches and I'm glad. He's a refreshingly direct and practical voice for how to attract more customers. He shares some of his best stuff, learned from years of experience. This book is classic Fox and it's worth the read.

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