



People Buy Brands Not Companies

By John Tantillo Phd

Five Titles Press, United States, 2010. Paperback. Book Condition: New. 203 x 135 mm. Language: English . Brand New Book ***** Print on Demand *****.People Buy Brands Not Companies is Dr. Tantillo s game-changing exploration of marketing and how it has been consistently and disastrously misunderstood. His concept of the marketing lens will empower the reader. It will change their businesses and their lives. There simply isn t anything that can t be analyzed more effectively or run more efficiently and profitably when you apply the marketing lens, writes Tantillo, nationally known as The Marketing Doctor. His unique approach blends his PhD in Applied Research Psychology with decades of corporate marketing acumen. Marketing is everything and this book proves it. People Buy Brands, Not Companies provides the novice with a critical advantage in the area of business and personal branding, and is the much-needed booster shot for the marketing professional. The Marketing Doctor moves marketing to the center stage of human activity where it belongs. He vanquishes the bean counters and vindicates marketing s importance for the bottom line. In the process, Tantillo proves that marketing is fundamental to the success of almost any venture, business or personal. People Buy...



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Reviews

Basically no phrases to clarify. It really is written in straightforward phrases rather than hard to understand. You will not sense monotony at any moment of your own time (that's what catalogues are for concerning if you ask me).

-- Doris Beier

A new electronic book with an all new standpoint. It usually fails to charge too much. Its been printed in an exceedingly basic way in fact it is simply following i finished reading this book through which basically altered me, affect the way in my opinion.

-- Dr. Amie Bogisich

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