

# [PDF] Your Marketing Sucks

## Mark Stevens - pdf download free book

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### Books Details:

Title: Your Marketing Sucks

Author: Mark Stevens

Released: 2005-04-26

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### Description:

**From Publishers Weekly** Most companies don't have a clue about good marketing, argues entrepreneur Stevens (Extreme Management) in his slender but vociferous book. What they need are the principles of "extreme marketing," in which every dollar "is set in a strategic context," is part of an integrated plan and brings in more than a dollar in return-strategies Stevens lays out in his readable, thought-provoking and sometimes outrageous book. He bashes marketers' "conventional wisdom" with an almost immoderate glee, and proposes big changes too: stop all marketing if you can't prove it works; don't use your competitors' marketing as a benchmark; don't depend on the results of focus groups; fire sellers that don't sell; cross-sell to consumers; and try direct mailings are just a few of his ideas. With charges like "Be persistent, relentless, inventive, counterintuitive, challenging, combative, strategic and tactical," readers may be tempted to think: easy for you to say. But this gem of a book is brimming with anecdotal evidence of advertising strategies gone awry, and full of examples of better plans. Diversification of programs is key, as are market testing and

tracking. And if Stevens's examples aren't enough to convince (though they should be), his passion for his subject may carry the day. At the book's conclusion, Stevens instructs readers to not return to the office until they have figured out how to implement his advice. This is as different from more traditional and staid marketing how-tos as its title suggests.

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**From** Stevens, a marketing consultant, promotes his theories by teaching readers how to get a positive return on their marketing investment. He offers strategies that include aligning marketing with a company's objectives, developing a clear statement of purpose, determining how to reach the broadest audience, and qualifying prospects. The author's tactics help readers describe their offerings, differentiate themselves from competitors, determine the best products to sell efficiently, capture leads and follow up on them, and structure steady growth plans. The author concludes with a step-by-step approach to analyzing a company's marketing efforts and then designing an action plan to make necessary improvements for reaching stated objectives. By following the author's instructions, the reader will engage in Extreme Marketing, in which every marketing dollar spent will bring in more than one dollar in return. Although this book is clearly an infomercial for Stevens' business, in our competitive marketplace it is critically important to reflect upon marketing initiatives and make every possible adjustment to improve them. *Mary Whaley*

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