



The Marketing Cynic's Reader

By Edward Moss

Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, The Marketing Cynic's Reader, Edward Moss, This informative work takes a sideways and sometimes irreverent swipe at the business of marketing, whilst offering sound and experience-based guidance about the whole gamut of marketing communications. In order to get the reader's creative juices flowing, Edward Moss adds a wide range of illustrative examples to his descriptions of marketing communications and presentations. His long experience in the business has given him a rich seam of alarming, highly comical and downright scary examples of marketing people getting it seriously wrong - and seriously right sometimes too. He adds also a number of what he calls his soap-box meanderings whilst tripping lightly through the marketing minefields.



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