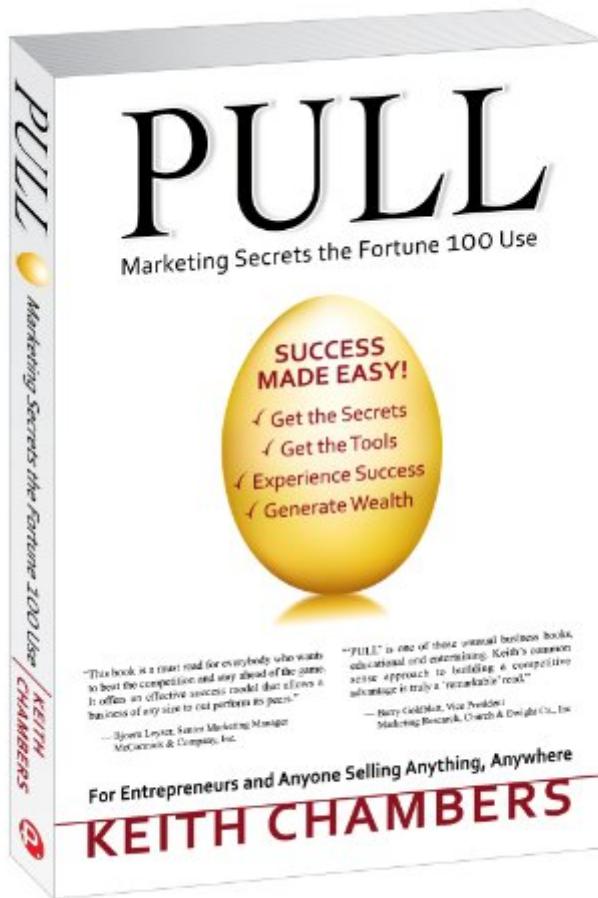


The book was found

PULL: Marketing Secrets The Fortune 100 Use



Synopsis

Legendary marketing maverick, Keith Chambers, shares his successful and innovative techniques in Pull: Marketing Secrets the Fortune 100 Use. With Pull, Chambers recreates his remarkable 'big-business' marketing methodology for small and medium-sized businesses. He explains how Pull, (a force in the marketing universe that compels humans to take anything that occurs as extraordinary and quickly make it ordinary), relates to maintaining a strong business identity and presence. He shares the turning points that defined his careers' direction, how best to understand consumer needs, the secrets of his communication model, the components of a successful branding and marketing strategy, and how to implement that strategy. Keith has assisted more than five hundred goods and service providers in formulating their marketing approach, including Clorox, Del Monte, Campbell's, Coppertone, Arm & Hammer, Sparkletts, Hormel, Scotch-Brite, and Equal. He has helped brands as varied as Claritin and the Miss America Pageant develop and convey their product message to the consumer. With Pull, Chambers shows how his proven techniques can work for any business, regardless of their size or product.

Book Information

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Customer Reviews

Pull is a very simple, and therefore extremely insightful, paradigm about how individuals process marketing messages and why communication needs to evolve constantly. The reader will understand why what worked today won't work tomorrow. Its logical conclusion, the value of focused packaging communication without the distraction of multiple messages, should be taken to heart by anyone with a desire to sell anything.

Pull is the most extraordinary marketing book I have ever read! It really reveals the importance of consistently honing and tweaking your message.

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