



## Copy Copy Copy - How to Do Smarter Marketing By Using Other People s Ideas (Paperback)

By Mark Earls

John Wiley Sons Inc, United States, 2015. Paperback. Condition: New. John V. Willshire (illustrator). 1. Auflage. Language: English . Brand New Book. THE #1 HACK FOR SMARTER MARKETING We all want new answers and new solutions for the very real and pressing challenges that our organizations face. New things to point to and talk about, new ways of working and new ways of thinking that might just be better than the old ways. But rather than this endless search for a brilliant and novel solution, why don t you just copy something that s worked before? Mark Earls, leading expert in marketing and consumer behaviour, quashes the stigma around copying, and shows that it can help us to rethink how we go about solving problems. By understanding what other people are doing and the choices they make, we can develop strategies to solve the challenges that we face inside and outside the organization. Based on extensive research and proven examples, Copy, Copy, Copy provides over 50 strategies that you can use right away to copy, borrow or steal as the basis for better ideas faster. If it s good enough for Elvis, Newton, Shakespeare, The British Olympic Cycling Team and...



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