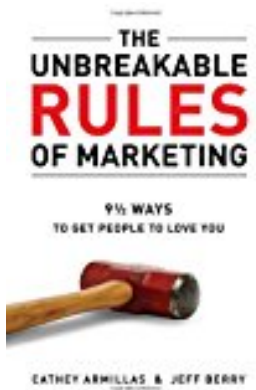


[PDF] The Unbreakable Rules Of Marketing

Jeff Berry, Cathey Armillas - pdf download free book



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Description:

From the Author We didn't make these rules up.

Not any more than Newton "made up" the law of gravity. We discovered them. They're just there. You can't escape them. They affect everything you do, whether it's running a business or just trying to get through your life. You can pretend they don't exist, but you'll end up in the same place if you just pretended gravity didn't exist.

From the Back Cover All marketing is about getting people to love you.

That's what it comes down to, isn't it? Love. This book is about the 9 ½ rules that govern how to get

that love—for you, your company, your products, your ideas, your cause, your religion, or your dog. No matter what you're trying to market, you have to obey these rules. They're unbreakable.

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