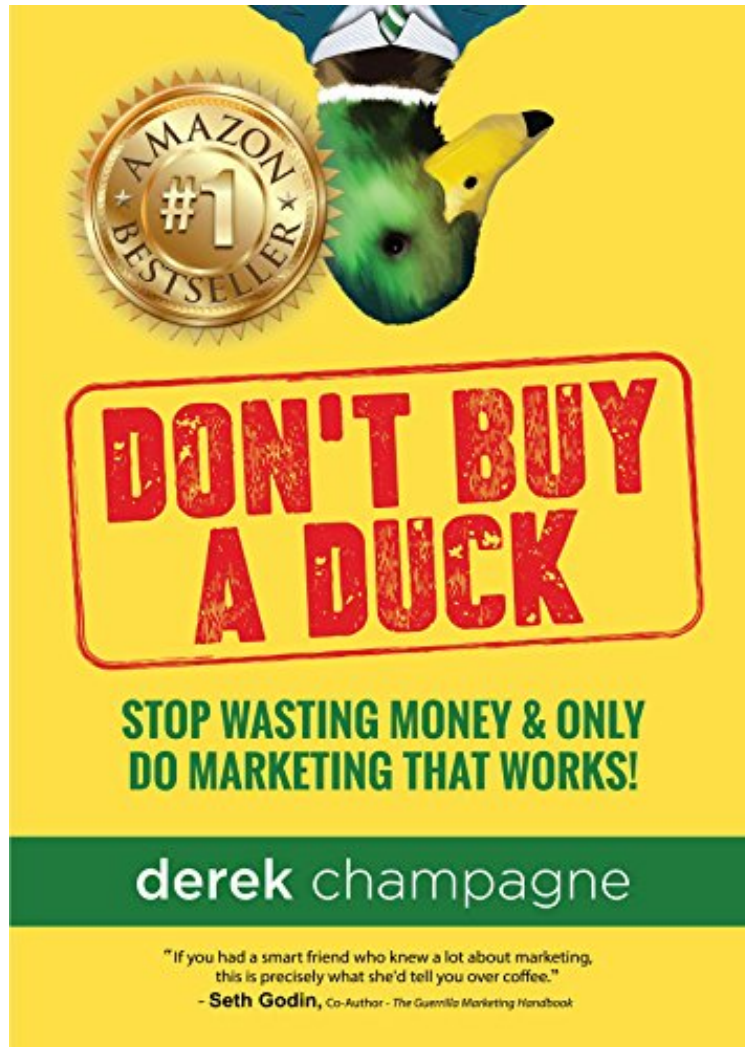


Don't Buy A Duck: Stop Wasting Money Only Do Marketing That Works

Derek Champagne

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Derek Champagne : Don't Buy A Duck: Stop Wasting Money Only Do Marketing That Works before purchasing it in order to gage whether or not it would be worth my time, and all praised Don't Buy A Duck: Stop Wasting Money Only Do Marketing That Works:

3 of 3 people found the following review helpful. DON'T BUY A DUCK...BUY THIS BOOK...By Andre PaulClarity.Either you or the author must be able to cut through the clutter or your wasting your time with any book you read if it is with the intention of gaining useful knowledge or perspective, as opposed to esoteric knowledge or pure entertainment (both perfectly legitimate reasons to read a book). Good news. In "Don't Buy A Duck" Derek Champagne cuts through that clutter for you.I have read more "marketing," "self-help," "self-improvement," and

business related books than I can ever hope to recall. Like anyone who has taken the entrepreneurial road, I've had good times and lean. If you're reading a marketing book I doubt it's for "knowledge for its own sake" or merely for chuckles. You're probably looking for answers or solutions. There's an old adage that says there are two ways to read and learn about a topic: find the most recognized and acclaimed authority and master the work, or, learn numerous perspectives from many authorities and get the big picture. Who's right? How would I know? I just read this marketing book. If I had all the marketing answers, I'd have written it.. Figure it out. Here's what I've found: a lot of what is passed off as expertise in the world of educational how to's is reconstituted crap. That is not the case with Champagne's "Don't Buy A Duck." His is a unique perspective and as you read, while he does not inundate you with irrelevant (to your situation, perhaps) step-by-steps, he does something better. He gives insights based on his real world experiences that empower you to see and assess your marketing frame of reference. More than anything, in this fast paced world of rapid change and Moore's Law of growth in the high tech sector, keeping up is a wearying task. Take it from me. I'm an old geezer who can't run fast enough to stay ahead of the social media curve and the ever changing rules that dictate what works and doesn't work in today's fast paced world. Champagne mentions Jay Levinson's "Guerilla Marketing," first published in 1983. I remember when I first read of the release of that book how I couldn't get my hands on it fast enough. I was a "young" man of 35. I loved it. It was exhilarating and empowering. For what it's worth, that's how I felt when I read Don't Buy A Duck. Here was a successful marketer who's reaction to Levinson's book told me that he understood the need for passion, but with an updated insight into what works in today's frenetic environment. This is what makes Don't Buy A Duck so refreshing. It's full of passion, honesty, humility and pointed and relevant insights into what works today. I don't believe in one size fits all and I don't believe in quick fixes, but I do believe that without a proper assessment on the new century's tools and the mindset they demand, if you're going to put it all together like a blind man trying to describe an elephant, you are so dead in the water. Champagne delivers. A definite buy signal from me. I mean do it Now...1 of 1 people found the following review helpful. Don't Miss the Strategies in this Book By Disappointed Customer Practical. I read this book in one afternoon because I could not put it down. The book offers practical marketing strategies that can be integrated immediately. There are just enough client testimonies to get the point across, but not bombarded with story after story with no real meat, like some books that I have read. The story about the Quacker is intertwined very well in the book to bring home the main point of the book. There is also additional information you can obtain by visiting the website given in the back of the chapters. This author is trying to set us up for success; we just need to jump in! Well written and perfect number of pages. Thank you for following your passion and writing the book. 0 of 0 people found the following review helpful. Absolutely recommended! By Vanessa Hoffmann This marketing guide is really easy to put into practice! It is definitely valuable and should be a must read for any business. I liked how it started with a little personal childhood story and gave the whole book some personal flavor to it. The part about keeping customers (and customer service in general) was especially interesting to me. It's a great read for beginners, too - focused on the most important parts and very up to date. As I already said it's easy to put into practice, because it's very realistic and neatly arranged. Marketing is something you primarily need your rational mind for and not emotions, this is something Derek Champagne understood very well. The cover and title are nicely chosen and linked to the beginning of the book. 5 Stars!

With over a 15+ year career in the marketing space, Champagne has amassed a treasure trove of knowledge on branding and marketing, and shares his sometimes candid, often chuckle-worthy, and always clear advice with his readers here in this guide to marketing made easy. "If you had a smart friend who knew a lot about marketing, this is precisely what she'd tell you over coffee." Seth Godin Co-Author, *The Guerrilla Marketing Handbook* Starting with his own confession of how he learned the consequences of good money poorly spent (spoiler alert: it involves a yard sale, a minivan, and a confused and frightened duck named Quackers), Champagne breaks down the mystery of marketing, one question at a time. Offering a thorough overview of the crisis points that strike fear into the hearts of startups and gold standard companies alike. Champagne shines a light on solid solutions that help promote strategic thinking and consistent execution. If you've ever wondered how to stop wasting money, time, and energy; if you've ever felt lost, in need of a roadmap; if you've ever wanted to get folks in the door and dollars in the drawer, this is the right book for you! After reading *Don't Buy A Duck*, you'll have a better understanding of how to strategically design and implement marketing that works. Champagne unpacks the whole process of branding your business and marketing your brand, soup to nuts: everything from how to conduct market research to how to write a marketing plan to how to brainstorm marketing strategy and brand identity documents. Whether you're looking to get a grasp on small business marketing or gain more advanced insight for bigger budgets, *Don't Buy A Duck* has examples and strategies to help marketers at all levels. In a singularly readable, friendly format, Champagne will walk you through tried and true tactics for advertising and promotion, never leaving your side as you wind your way through what is no longer a mysterious experience. Regardless of the size of your budget or the build of your brand, *Don't Buy A Duck* is the indispensable guide to marketing strategy you've been waiting for.

"If you had a smart friend who knew a lot about marketing, this is precisely what she'd tell you over coffee." - Seth Godin, Co-Author of The Guerrilla Marketing Handbook
"Clarity. [...] Champagne delivers. A definite buy signal from me. I mean, do it Now..." - Andre Paul
"It is a great book to guide you and is very easy to understand."
- Cassandran
"This author is trying to set us up for success; we just need to jump in!"
- Disappointed Customern
"This marketing guide is really easy to put into practice!"
- Vanessa Hoffmann