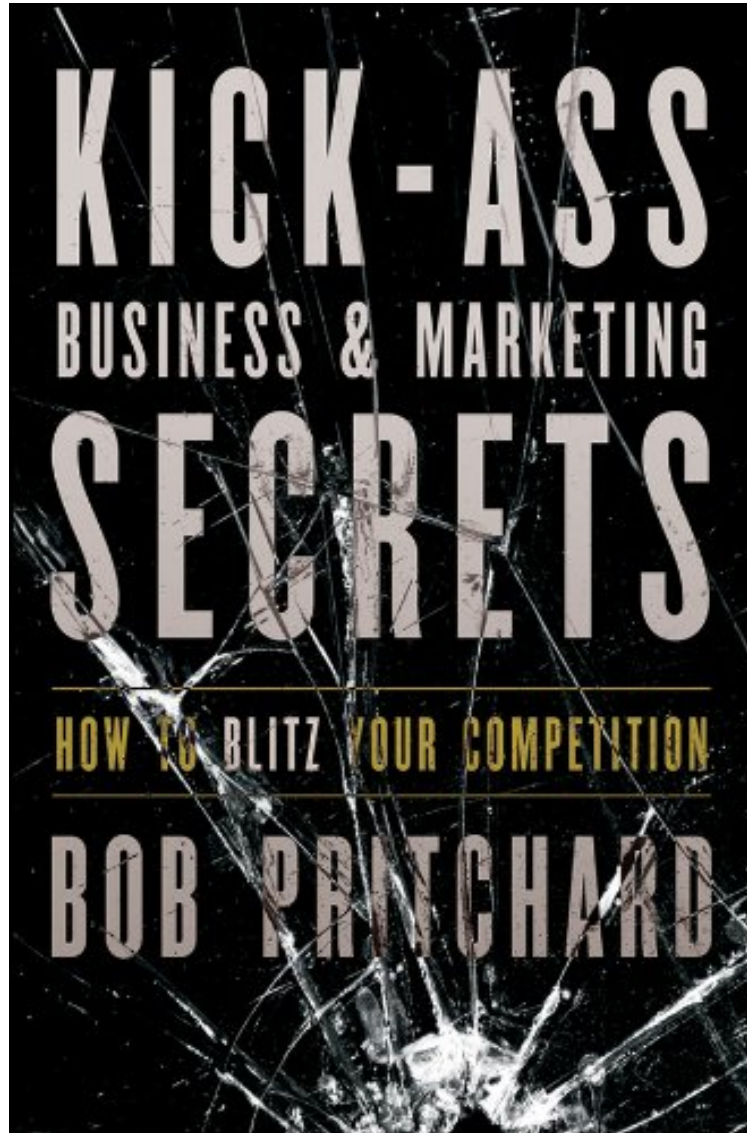


(Mobile ebook) Kick Ass Business and Marketing Secrets: How to Blitz Your Competition

Kick Ass Business and Marketing Secrets: How to Blitz Your Competition

Bob Pritchard

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Bob Pritchard : Kick Ass Business and Marketing Secrets: How to Blitz Your Competition before purchasing it in order to gage whether or not it would be worth my time, and all praised Kick Ass Business and Marketing Secrets: How to Blitz Your Competition:

0 of 0 people found the following review helpful. Just okBy Brooke H.While it had some good points, I felt like this book was a bit gimmicky. I didn't even get through the whole thing so maybe I didn't give it a fair shake but eh, maybe it will help someone else.1 of 1 people found the following review helpful. Excellent revelation of the future of

successful marketing. Really relevant in 2014
By Marc Johnson
I bought this, despite the fact that it was written in 2011, after browsing the book a bit. I found some pretty interesting examples of very clever thinking with a look at just a few pages. If you own a business or are thinking about a startup, this is the right book to write most of your business plan from. I'm in the midst of a startup, and Pritchard's been a bible for almost a week, I'll read a page or two, it will stimulate all kinds of creative thoughts and ideas for my plan, I'll write them down and try for another page. I've created over 22 pages of ideas and notes so easily. Think of this book as way to brainstorm your business plan creatively. My partners were so impressed with what I brought to our last meeting, I really wanted to recommend this book. 1 of 1 people found the following review helpful. actionable advice that will help your business perform better. And it does not disappoint
By David F Giannetto
Anyone that has listened to the Bob Pritchard radio show will know what to expect from his book: sound, actionable advice that will help your business perform better. And it does not disappoint. I recommend using it as a necessary third party perspective to step back and see your own business through Pritchard's eyes so that what you are doing right--and wrong--comes front and center. It is hard to find a book that will help you see your own business differently, but this is one of those rare few. A great read all around.

A complete course on the rules of marketing for today's climate
In this fast-paced, cluttered, and global marketplace, new influences are constantly affecting your business. Today's sophisticated consumers are searching for products that meet an emotional need, have added value, and come with no purchase risk. They want environmentally friendly products, and it's important that they buy from businesses that share their core beliefs. Despite these demands, effective marketing still comes down to knowledge, empathy, and communication. Kick Ass Business and Marketing Secrets offers a complete course on business and marketing, with simple, easily implemented rules for marketing success. The author, "Mr. Marketer"; Bob Pritchard, offers expert guidance to help you thoroughly research and understand your product, market place, and competitors. Delivers step-by-step advice on how to add value to every purchase
Details various communication vehicles and advises on how to choose the most appropriate vehicle for your campaign
Develops critical thinking skills to push you beyond your comfort level
With so many new sources of market pressure, there's no room for poor marketing strategies. Get the new rules for marketing, and stand out from the rest.

From the Inside Flap
In this fast-paced, chaotic, and global marketplace, businesses must constantly battle to cut through the clutter--and most are woefully inept. Today's sophisticated consumers want products that meet an emotional need, have added value, and come with no purchase risk. They want to buy from like-minded businesses and expect to receive their information through a wide array of new media. And yet, despite these marketplace demands, effective marketing still comes down to the fundamentals: knowledge, logic, empathy, and communication. Kick-Ass Business and Marketing Secrets sends business professionals back to the basics of marketing: do your homework, know your client, and measure every single thing that you do. In order to succeed, you must stand apart. Differentiate your business, create a powerful Consumer Purchasing Benefit, and add value to every purchase--and you'll instantly rise above the vast majority of businesses that fail to do so. Your diligent efforts will build heart share, increase loyalty, decrease costs, and increase ROI. Kick-Ass Business and Marketing Secrets delivers step-by-step advice on how to thoroughly research and understand your product, marketplace, and competitors. This comprehensive guide to building a rock-solid foundation for your business: Reveals the seven new fundamentals of marketing: ideas, imagination, intuition, interruption, initiative, ingratiation, and interaction
Explains how to conduct a brutally honest and comprehensive business and marketing audit
Offers six critical tips for potential investors
Delivers step-by-step advice on how to maximize the value in every sale proposition
Details various communication vehicles and advises on how to choose the most appropriate mix for your campaign
Develops critical thinking skills to push you beyond your comfort zone
Kick-Ass Marketing and Business Secrets reminds you that it's not the size of the budget but the size of the idea that counts. With so many new sources of market pressure, there's no room for excuses. Follow the new rules for marketing, and rise above the rest.
From the Back Cover
Praise for Kick-Ass Business Marketing Secrets
"Kick-Ass Business and Marketing Secrets demystifies all that is sacred in business and marketing. If you read it, they will come." --Tim Draper, Founder and Managing Director, Draper Fisher Jurvetson
"Bob has worked with our multi-award-winning business on a variety of business subjects. He is inspirational and colorful with an impressive proven and sustainable track record. I challenge anyone not to gain a fresh and innovative insight from this exceptional book." --Edwin Bessant, CEO, Ceuta Healthcare Group
"Bob's keynote to our global conference was phenomenal, engagingly funny, highly energetic, educational, thought-provoking, and a little irreverent. This book is the same: highly educational and reflects real-world reality." --Cecelia Chott, Executive Director, Institute 2.0 Content Services, Leading Real Estate Companies of the World
"This is an amazing book with many challenging concepts and conclusions regarding new marketing tools in a globalized market. This practicable book will get you thinking, and as Bob says, 'No matter what your history or your current situation, you can achieve it all if you begin today.'" --Alfonso Roberes, International Sponsorship Manager, Real Madrid CF
About the Author
BOB PRITCHARD, known as "Mr. Marketer," is an internationally renowned businessman,

marketer, and speaker. His clients include many of the world's leading companies, including the Coca-Cola Company, Citibank, Anheuser-Busch, Mercedes-Benz, and Frito-Lay. He is CEO of Marketforce One, a business and marketing strategy company, and CEO of Marketforce One Media, a media content development company with offices in the United States, Australia, and Europe. Winner of the International Marketer of the Year Award, he has done business in more than fifty-three countries and has presented to major corporations and associations all over the globe.