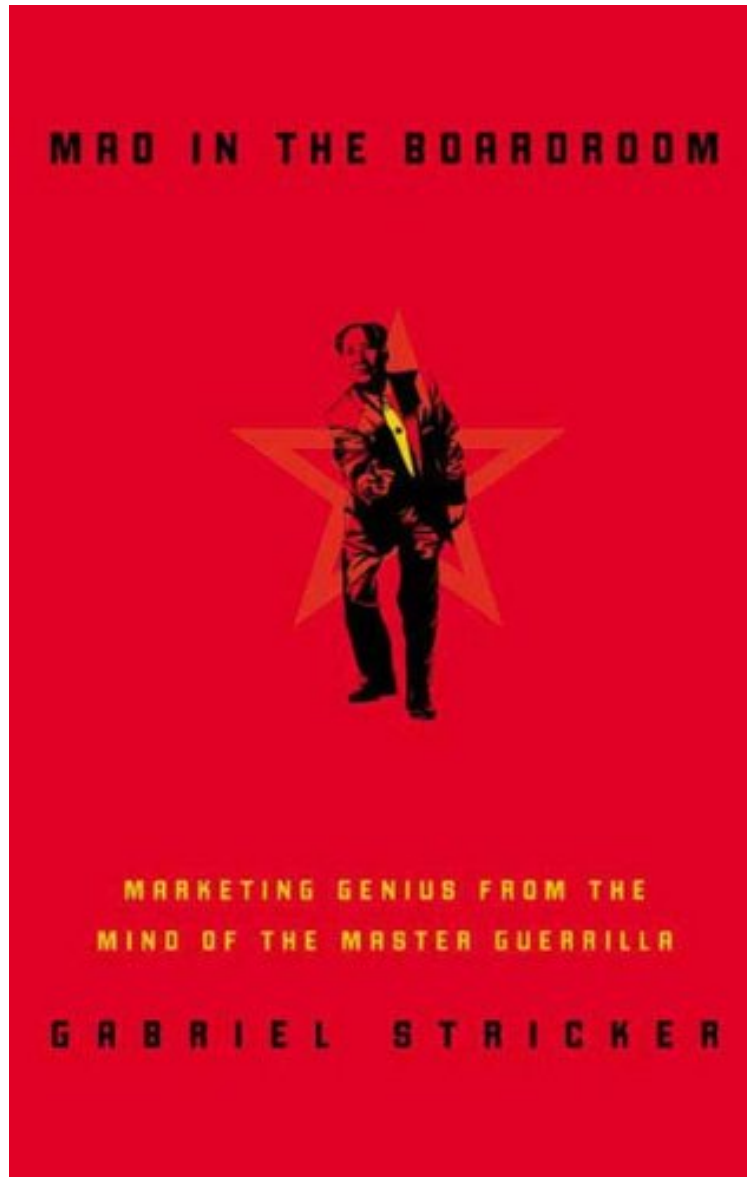


[Mobile ebook] Mao in the Boardroom: Marketing Genius from the Mind of the Master Guerilla

Mao in the Boardroom: Marketing Genius from the Mind of the Master Guerilla

Gabriel Stricker

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Gabriel Stricker : Mao in the Boardroom: Marketing Genius from the Mind of the Master Guerilla before purchasing it in order to gage whether or not it would be worth my time, and all praised Mao in the Boardroom: Marketing Genius from the Mind of the Master Guerilla:

3 of 3 people found the following review helpful. Extremely Relevant, Useful and Chuckle-Out-Loud FunnyBy A CustomerI already bought a copy and will be purchasing a few more for my colleagues and clients as gifts soon. This

is excellent and entertaining reading for anyone who wants to learn how to be agile in a fast-paced market. And, when is the business world not fast-paced? If you stop adjusting, adapting, or don't keep fighting, you will lose opportunities and business, or simply fall behind and get lost among your competition. The book has modern, good-natured and useful reminders to keep you motivated just when you feel you're doing well enough or, maybe not well enough yet, such as: 'As long as we're still fighting, we are, by default, still winning.' The book includes case studies on brands we can't escape and seem to have no choice respecting or loving for their successes, even during the downturn -- ATT, Tar-zhay, Maxim, eBay and HBO. So, these and the many others should be interesting to everyone. And, it's fun reading along the way. Well worth the money. If anything, this is a good book to put on your desk or coffee table to impress your smart, witty friends and intimidate co-workers passing through your office --yeah, a companion to your well-handled Art of War by Sun Tzu, showing them your knowledge goes way back and you're always at least three moves ahead.

1 of 1 people found the following review helpful. Light on business jargon, heavy on creativity
By A Customer
This book is different. We are given a new path from which to wander, without confusing or mis-marked signposts, without parental attendants constantly giving us outdated directions to our goal. This book is different. We are amused by the Chairman's childlike, whimsical manner and drawn to the stylish cover design, including the back cover that gives us the breakdown of the "nutritional" value this book will have on us. This book is designed so that a small child could pick it up and enjoy its design, and perhaps some content, yet gives weighty references and draws links to some very interesting ideas and business success using those ideas, that even the most business savvy could learn something. This book is styled and hyped for success, and as it lives up to its content, you WILL be seeing it.

1 of 2 people found the following review helpful. dont waste your time
By Gidz
This book really is tripe, from the perspective of actually learning anything about guerrilla marketing other than a series of extremely brief case studies. The examples were good, and brought to light a few interesting ideas, but at the end of the day the author simply presented these one after the other, alongside a series of pictures of chairman mao photoshopped in. The issue was none of these examples were followed through in anyway, and there was zero analysis. While the author clearly made an attempt to make this book light hearted and amusing, it really didn't work, and ultimately provided very little useful information and made light of the atrocities committed by this dictator. I simply cannot recommend it to anyone.

Steve Jobs, Richard Branson, and Ben and Jerry may think they were the first guerrilla marketers, but Mao beat them to the punch years ago. Get ready for the lessons of success from the original "Chairman" of the board. Mao in the Boardroom is the new Little Red Book for a capitalist world. "A curious amalgam of humor and business advice, Stricker's book should appeal to little guys thinking about going up against the big dogs." - Publishers Weekly

From Publishers Weekly
Stricker, who's identified as "a young marketing expert" on this book's back cover, asserts that before Steve Jobs, Ben and Jerry, and Richard Branson, there was Mao Tse-tung. He "may not have been a capitalist at heart, but he sure knew how to wage an underdog war against a better armed, better equipped, Goliath opponent." Stricker presents a pocket-sized, heavily illustrated-and heavily satirical-handbook to understanding the Chairman's approach to business. Tongue-in-cheek commentaries on companies who embrace guerrilla concepts (including Apple, Skyy vodka, Swatch and HBO) accompany photos of Mao in action (e.g., superimposed onto a 1984 Apple ad). Stricker then offers mini-profiles of guerrilla leaders, from RCN's David McCourt (like Mao, he "has a vision for the future") to The Body Shop's Anita Roddick (she "believes in fighting clean"). A curious amalgam of humor and business advice, Stricker's book should appeal to little guys thinking about going up against the big dogs. Copyright 2003 Reed Business Information, Inc. "This book...will produce a whole new generation of underdogs who go on to outsmart the big fish." From the Back Cover
"Mao in the Boardroom shows us how to use guerrilla strategy to catch folks with their pants down. We've been doing that quite successfully for years." —Felix Dennis, founder and publisher of Maxim magazine
"The Chairman is back with his Little Red Book, and here to teach us a thing or two about the way to get business done." —Suki Sporer, Harvard Business
"This book . . . will produce a whole new generation of underdogs who go on to outsmart the big fish." —Maurice Kanbar, chairman and founder of Skyy Vodka
Steve Jobs, Richard Branson, and Ben and Jerry may think they were the first guerrilla marketers, but Mao beat them to the punch years ago. Get ready for the lessons of success from the original "Chairman" of the board. This is the new Little Red Book for a capitalist world.