



Secrets of the Marketing Masters: What the Best Marketers Do -- And Why It Works

Dick Martin

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All the rules of marketing are up for grabs. Markets are fragmenting and globalizing; consumers have greater control over when and what media they watch; and digital technologies have changed how people shop, work and relax. But a small number of senior marketing leaders have tapped into the secrets of what engages consumers and keeps them coming back. This book reveals the keys to their success. Featuring exclusive interviews with experts from Ogilvy and Mather, Digitas, and Booz Allen Hamilton, "Secrets of the Marketing Masters" offers tips drawn from the experiences of the world's top marketers, from how to gain the confidence of your colleagues on the senior team, to how win your customers' trust. With this real-world, insider advice readers can discover the techniques that will set them apart from the crowd and create lasting customer loyalty.

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