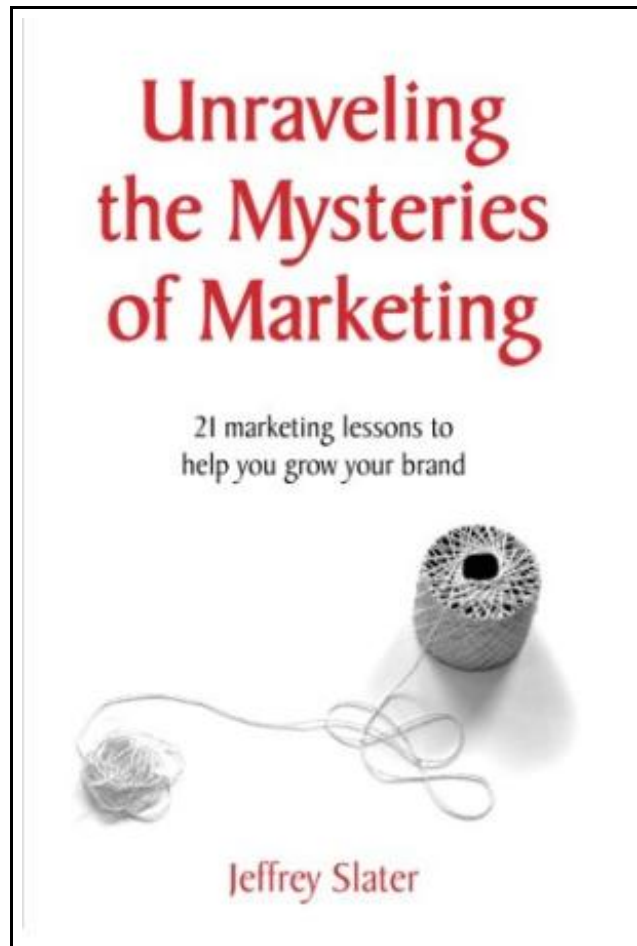


## Unraveling The Mysteries of Marketing



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## UNRAVELING THE MYSTERIES OF MARKETING



CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 146 pages. Dimensions: 8.8in. x 5.9in. x 0.4in. Beginning your marketing journey Learn about marketing from a successful entrepreneur through my first-hand business experiences connecting with great communicators like President Reagan, Ben and Jerrys, Macho Man Randy Savage and Joe Frazier. Over the last 30 years, my life has revolved around stories about family, food and marketing. I love unraveling the threads of these tales to bring personal experiences to life and to teach clear and simple lessons about important moments in my life. I wondered if I could help the community of marketing novices who are hungry to unravel some of the mysteries of marketing by telling a few stories from my marketing career. In this book, I share many special lessons learned with their own eureka moment that highlighted important aspects about successful marketing and brand-building ideas. These lessons didnt occur in a classroom. They happened in the real and at times, surreal world through interactions with a wide range of both famous and not-so-famous people. I learned from a President of the United States named Reagan, a professional wrestler named Macho Man Randy Savage and the exotically strange and wonderful Frank Zappa. During my marketing journey, I came to understand how much you can learn about business and marketing by being in the moment. Looking back, I realize that my marketing adventures were meant to teach, to inspire and eventually be shared with others interested in understanding marketing. Each story is wrapped with a single key marketing lesson, concept or insight that has helped me learn an important brand building strategies or a practical tactic. When you combine these stories together, they are like preparing a meal where each ingredient is blended together...



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