

100 Great Marketing Ideas



from leading companies
around the world

Jim Blythe

100 Great Marketing Ideas 100 Great Ideas

JIM. BLYTHE



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100 GREAT MARKETING IDEAS. JIM. BLYTHE,2020 100 Great Marketing Ideas from Leading Companies Around the World Jim Blythe,2009 This book contains 100 great marketing ideas extracted from the world s best companies Ideas provide the fuel for individuals and companies to create value and success Indeed the power of ideas can even exceed the power of money One simple idea can be the catalyst to move markets inspire colleagues and employees and capture the hearts and imaginations of customers This book can be that very catalyst Each marketing idea is succinctly described and is followed by advice on how it can be applied to the reader s own business situation Publisher s description **100 Great PR Ideas from Leading Companies Around the World** Jim Blythe,2011-04 Ideas to inspire anyone to develop better PR and promotion campaigns The best PR ideas from the best companies in one book Designed to be a stimulating and fast read for anyone looking for inspiration and new ideas Part of a series 100 Great Ideas of mass business books published by Marshall Cavendish designed to appeal to a very broad audience Are you looking for a great idea or some inspiration to make your PR and promotions more effective and cutting edge This book contains 100 great PR ideas extracted from the world s best companies Ideas provide the fuel for individuals and companies to create value and success Indeed the power of ideas can even exceed the power of money One simple idea can be the catalyst to move markets inspire colleagues and employees and capture the hearts and imaginations of customers This book can be that very catalyst Each PR idea is succinctly described and is followed by advice on how it can be applied to the reader s own business situation A simple but potentially powerful book for anyone seeking new inspiration and that killer application Jim Blythe is a reader in marketing at Plymouth Business School and a visiting professor at Ecole Supérieure du Commerce de Bretagne Brest He has written 12 books and worked in marketing consultancy **The 100 Best Business Books of All Time** Jack Covert,Todd Sattersten,2011-11-01 Thousands of business books are published every year Here are the best of the best After years of reading evaluating and selling business books Jack Covert and Todd Sattersten are among the most respected experts on the category Now they have chosen and reviewed the one hundred best business titles of all time the ones that deliver the biggest payoff for today s busy readers The 100 Best Business Books of All Time puts each book in context so that readers can quickly find solutions to the problems they face such as how best to spend The First 90 Days in a new job or how to take their company from Good to Great Many of the choices are surprising you ll find reviews of Moneyball and Orbiting the Giant Hairball but not Jack Welch s memoir At the end of each review Jack and Todd direct readers to other books both inside and outside The 100 Best And sprinkled throughout are sidebars taking the reader beyond business books suggesting movies novels and even children s books that offer equally relevant insights This guide will appeal to anyone from entry level to CEO who wants to cut through the clutter and discover the brilliant books that are truly worth their investment of time and money *100 Great Sales Ideas* Patrick Forsyth,2007-05-28 Selling is crucial to the very survival of any company This book contains 100 great sales ideas

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