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Punk Marketing: Get Off Your Ass and Join the Revolution

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Brief introduction: The marketing revolution is here, so get on the right side of the barricade and become a part of it! Lets thank Mr. and Mrs. Consumer and their little Consumerlings who have seized power from the corporations and are now firmly in control. In Punk...

Punk Branding - Clear Thinking in a Complicated World  
With Punk Marketing, there's a built-in plan to equip you with tools to make all this change work out just fine, thanks. Punk Marketing is the first shot—soon to be heard 'round the world—of a long-awaited and breathless uprising that businesses want, deserve, and desperately need.

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Mark is also the co-author of business books ' Punk Marketing: Get Off Your Ass and Join the Revolution ' and ' The Business Playground: Where Creativity and Commerce Collide. ' GLOBAL MARKETER Was a senior global

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marketing executive at Coca-Cola, a consultant to the Gates Foundation and CMO of tech startups Talenthouse and FAB Financial.

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Get this from a library! Punk marketing : get off your ass and join the revolution. [Richard Laermer; Mark Simmons, marketing analyst.] -- "In quick chapters, this punched-up guide is for creative types and marketing zealots seeking to overthrow the remains of marketing as it is known today. Graphics."--Jacket.

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