



How to Think Like the World's Greatest Marketing Minds (Leader's Edge)

Layton Turner

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In today's world of colossal consolidation and mega-mergers, business success relies more than ever upon ingenious branding methods, top-notch publicity schemes, and cutting-edge marketing plans to insure that one's organization stands out above all others. And the icons profiled in this invaluable book of business lessons are the undisputed masters of "stand-out" marketing. Author Marcia Layton Turner showcases the classic marketing master-plans of our time and lays out a refreshingly practical methodology that can be used by executives and entrepreneurs in any industry who are looking to duplicate the success of such legends as Geoffrey Moore, Phil Knight, and Martha Stewart.

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