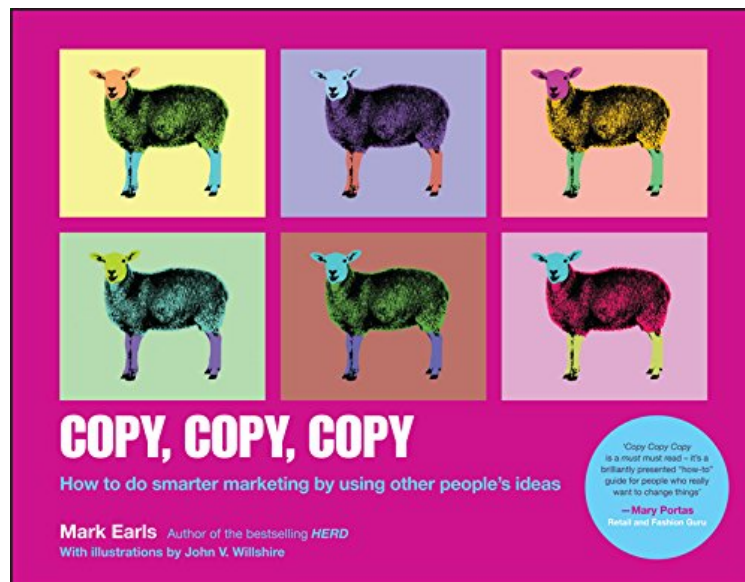


Copy, Copy, Copy: How to Do Smarter Marketing by Using Other People's Ideas

Mark Earls

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THE #1 HACK FOR SMARTER MARKETING We all want new answers and new solutions for the very real and pressing challenges that our organizations face. New things to point to and talk about, new ways of working and new ways of thinking that might just be better than the old ways. But rather than this endless search for a brilliant and novel solution, why don't you just copy something that's worked before? Mark Earls, leading expert in marketing and consumer behaviour, quashes the stigma around copying, and shows that it can help us to rethink how we go about solving problems. By understanding what other people are doing and the choices they make, we can develop strategies to solve the challenges that we face inside and outside the organization. Based on extensive research and proven examples, Copy, Copy, Copy provides over 50 strategies that you can use right away to copy, borrow or steal as the basis for better ideas; faster. If it's good enough for Elvis, Newton, Shakespeare, The British

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'This is a gem of a book — one you'll read then keep in your bottom drawer so you can dip in and out of it to bring clarity to your thinking' (PR Week, June 2015) 'Earls has written a thoughtful and well-presented volume here' (The Irish Times, June 2015) 'an entertaining book' (Flight Time, August 2015) From the Back Cover THE #1 HACK FOR SMARTER MARKETING We all want new answers and new solutions for the very real and very pressing challenges that our organizations face. But rather than this endless search for a brilliant and novel solution, why don't you just copy something that's worked before? Based on extensive research and proven examples, Copy, Copy, Copy provides over 50 marketing strategies that you can use right away to copy, borrow or steal as the basis for better ideas — faster. If it's good enough for Elvis, Newton and Shakespeare, isn't it good enough for you? 'This delightful book argues convincingly that transferring ideas usually produces greater value than cooking them up from scratch. And then shows you how.' — Rory Sutherland, Vice Chairman, Ogilvy London and the Spectator Magazine's Wikiman 'Yet another entertaining handbook from the acclaimed Herdmeister for anyone involved in marketing, behavioural change and understanding why we all make the choices we make. Earls convincingly disrupts convention about what is innovation — though "praxis". This is jammed with great case studies and 52 actionable strategies.' — Stephen Maher, Chairman, The Marketing Society and CEO, MBA 'Yet again this leading British business thinker has got us to see the world we inhabit today in fresh and mind-altering ways. A book which marries theory and practice better than the vast majority out there. Most of all his message of copying one's way to greatness is entertaining, counter-intuitive and fun.' — David Abraham, CEO, Channel 4 PLC About the Author Mark Earls, leading expert in marketing and consumer behaviour, quashes the stigma around copying, and shows that it can help us to rethink how we go about solving problems. By understanding what other people are doing and the choices they make, we can develop strategies to solve the challenges that we face inside and outside the organization.