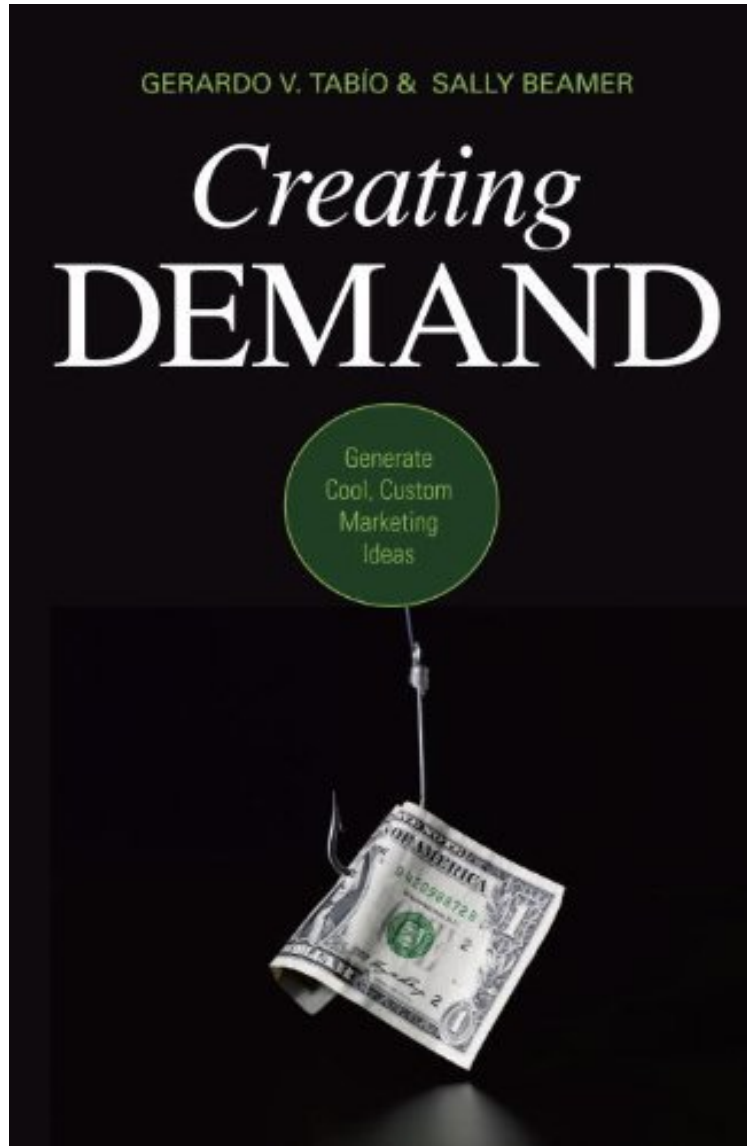


(Online library) Creating Demand: Generate Cool, Custom Marketing Ideas

Creating Demand: Generate Cool, Custom Marketing Ideas

Gerardo V. Tabio

*audiobook / *ebooks / Download PDF / ePub / DOC*



DOWNLOAD



READ ONLINE

#1726564 in eBooks 2009-10-27 2009-10-27File Name: B002VA48I2 | File size: 65.Mb

Gerardo V. Tabio : Creating Demand: Generate Cool, Custom Marketing Ideas before purchasing it in order to gage whether or not it would be worth my time, and all praised Creating Demand: Generate Cool, Custom Marketing Ideas:

0 of 0 people found the following review helpful. Creative that worksBy Maura LaneFocused marketing and advertising for SMBs. Learn how to use a marketing objective to create cool custom ideas that get results.0 of 0 people found the following review helpful. GREAT READ!By DRTVEGASGERRY TABIO KNOWS SO MUCH ABOUT MARKETING AND PROMOTION! LEARN FROM THE MASTER! HE TAUGHT ME ALL I KNOW FROM THE

BEGINNING.0 of 1 people found the following review helpful. A can't miss readBy Sherman C. WadeAs a marketing communication consultant I thought I had all the answers when it came to helping my customers grow their customer base but after just skimming a few pages of this book and then sitting down and reading it from cover to cover, I realized that I only had about half of them! This put into perspective for me that there was a logical way to generate new ideas and they come from a process and that process has to be facilitated. This excellent book will show you the way and I would recommend it for anyone who owns a business and could use more customers, or your business is to help others grow theirs.

Based on over forty years of combined marketing experience, consultants Sally Beamer and Gerardo Tabiaacute;o will teach you a solid marketing strategy to develop innovative ideas targeted to the interests and wants of your customers. Using a methodology that they have honed with both large corporationsmdash;like Coca Cola, Volkswagen, and Wendyrquo;smdash;and small, locally owned businesses, such as car dealerships, jewelry stores, and radio stations, the authors guide you step by step to create a marketing plan that will produce positive, measurable results. From their wealth of experience, Beamer and Tabiaacute;o use many entertaining and enlightening anecdotes so that you can immediately understand and implement their advice. Their simple formula allows you to quickly generate a lengthy list of diverse, novel, and relevant ideas, while holding to a high standard. Then you will learn how to troubleshoot and refine this list to find the best ideas to reach your target customers and add to the bottom line. Using the ingenious approach taught in this book, companies both large and small will be able to develop customized, novel ideas that meet specific marketing objectives and vastly improve the likelihood of a campaignrsquo;s success.

"Creating Demand will develop the idea generation engine that every organization needs. A must read for any salesperson or organization looking to develop custom ideas that break through the clutter." --Rick Cotton, Vice President, Advertising Sales, Monster.com"Finally--a book that makes the connection between concepts with behaviors and in doing so outlines for us a step by step roadmap to creating effective marketing ideas that actually work." --John I. Coulter, Managing Partner, The Content Factory "As the world of marketing has evolved, these two experts center on the most important ingredient--'the idea.' But 'THE' idea is the hardest part of the competitive advantage for any product. Throughout this book Tabio and Beamer understand the discipline of creating the idea, the steps to implement it, and achieving the final result of success." --Catherine Meloy, President/CEO, Goodwill of Greater WashingtonAbout the AuthorGerardo V. Tabiaacute;o (Bixby, OK), president and founder of Creative Resources Group, has been consulting with a broad range of organizations for more than twenty years. Among his clients are Turner Entertainment, TV Guide, America Online, Tommy Hilfiger, Toyota Motor Sales, Tyson Foods, CBS Radio, and many more.Sally Beamer (Atlanta, GA), a partner at Creative Resources Group, has more than fifteen years experience consulting for such major corporations as Wendyrquo;s, Coca Cola, CBS Radio, Cox Radio, Pizza Hut, the YMCA, and Clear Channel Communications, among others.