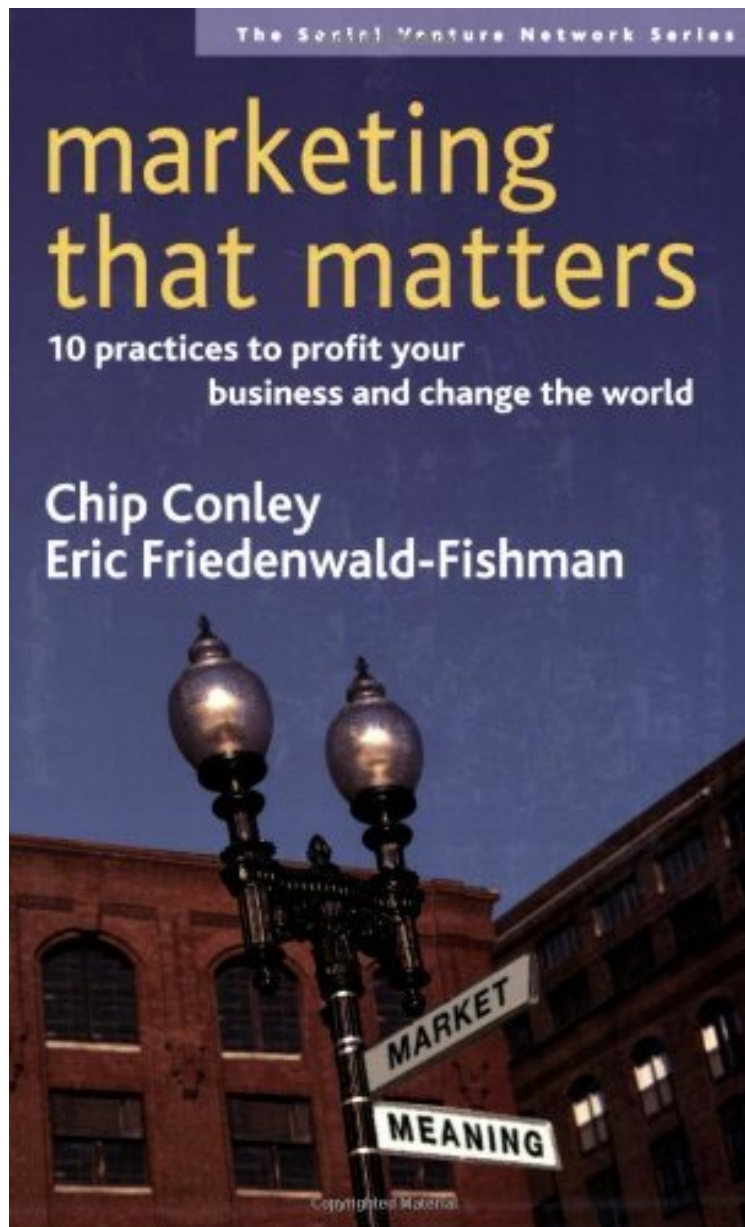


[Free] Marketing That Matters: 10 Practices to Profit Your Business and Change the World (Social Venture Network)

Marketing That Matters: 10 Practices to Profit Your Business and Change the World (Social Venture Network)

Chip Conley, Eric Friedenwald-Fishman
DOC | *audiobook | ebooks | Download PDF | ePub



#1009859 in eBooks 2006-10-01 2006-10-01 File Name: B001ELJUPK | File size: 39.Mb

Chip Conley, Eric Friedenwald-Fishman : Marketing That Matters: 10 Practices to Profit Your Business and Change the World (Social Venture Network) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing That Matters: 10 Practices to Profit Your Business and Change the World (Social

Venture Network):

0 of 0 people found the following review helpful. Targeted for the big boys with information for the little guys
By Chris Osman
Beautiful little book that makes a plea for responsible business practices and entrepreneurship that goes beyond the singular goal of making money. It's slated mostly for people in marketing departments in large companies, but entrepreneurs can get a lot of good information out of it as well.
0 of 0 people found the following review helpful.
Four Stars
By Margie
good condition would order again
0 of 0 people found the following review helpful. easy to read
By Benoit Marcotte
Inspiring, practical, easy to read. Lots of examples

Written by two down-to-earth, experienced entrepreneurs, this work is an in-the-trenches guide to building a marketing plan that embodies personal values instead of exploiting them.

About the Author
Chip Conley has won numerous awards including Guerrilla Marketer of the Year from the American Travel Marketing Executives, Northern California Entrepreneur of the Year, National Humanitarian Hospitality Company of the Year, and the Experience Stager of the Year at a conference in Las Vegas in which Joie de Vivre beat out competition that included Disney, Cirque de Soleil, and Ian Schrager Hotels. Chip's book, *The Rebel Rules: Daring to be Yourself in Business*, was published