



The Marketing Game : How The World's Best Companies Play To Win

By Eric Schulz

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If you've ever suspected your competition knew something you didn't, you were probably right. In this break-through book, marketing veteran Eric Schulz shows you the most powerful marketing techniques and strategies being used by today's marketing leaders.

Whether you own a small business or work at a large corporation, *The Marketing Game* will work for you. You'll learn in a clear and straightforward way how easy it can be to outsmart your competitor.

It's packed with new marketing revelations, Including:

- * Brainstorming techniques proven to be five times more effective at getting results
- * Product positioning and branding strategies that will give you a competitive edge
- * The Six Deadly Sins of Advertising, revealing traps to avoid when communicating with your customers
- * The Three Ingredients of Great Promotions
- * The Big Bang Theory for creating sensational special events

The world's greatest marketing companies-from Coca-Cola to Procter & Gamble to Disney-succeed because they know their customers and how to reach them. With *The Marketing Game* as your guide, you'll be able to create your own unbeatable marketing game plan.

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Editorial Review

Review

"A street-smart book for every corporate executive. *The Marketing Game* is a stimulating, though-provoking guide to successful marketing strategies. Eric Schulz pulls no punches with his unbeatable combination of personal insights and common-sense approach to today's marketing challenges and opportunities. Any business, regardless of its products or services, can benefit from his unique perspective." -- *David Glenn, President, Freddie Mac*

"Finally, a marketing book worth keeping, re-reading and referring to. *The Marketing Game* takes you back to the inescapable, fundamental truths that helps babies sell tires and frogs sell beer--that a sound consumer-driven strategy coupled with inspired execution are what it takes to make a brand and its sales snap, crackle and pop. Buy this book, read it and keep it. Your marketing efforts will be all the wiser and you'll have fun along the way." -- *Sergei Kuharsky, Former Senior Vice President, MTV Networks*

"I've seen Eric perform wonders and virtual marketing miracles over the past decade, and often have wondered just how he does it. Now I know. *The Marketing Game* is the real deal when it comes to revealing strategies and tactics that work!" -- *Doug Hall, Founder & CEO, Eureka! Ranch*

"Marketing, sales and advertising professionals who are looking to broaden their skill set need look no further than *The Marketing Game*. Eric Schulz has created a clear, compelling and comprehensive one-stop shop that will improve anyone's marketing acumen, and is a testimony to the fact that brains (smart strategies) can prevail over brawn (big budgets)." -- *Timothy Shriver, President, Special Olympics, Inc.*

"The B-school text book (substance) and the practical business bestseller (style) finally meet. *The Marketing Game* is a comprehensive and detailed guide to marketing filled with common-sense, real world, wisdom that most how-to marketing books lack. Follow its Secrets of the Game and you'll be writing your own success story soon." -- *Ed Ryan, Director of Product marketing, Novell, Inc.*

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It is rare to find a book that is both based on sound marketing theory and tempered by extensive real-world experience. Eric Schulz has had a remarkable career for such a young man: a series of -- *Dr. Darral G. Clarke, Ph.D. Professor, Marriott School of Management, Brigham Young University*

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From the Author

The Marketing Game can be used successfully by anyone, from a small deli operator to a brand marketer in a multinational corporation. Its written in a way that's easy to understand and is focussed on sharing ideas that you can start using today to improve your business results. The Marketing Game takes its point of view from the person who actually has to do the marketing the person in the trenches and helps he or she to do it better.

As I researched before writing The Marketing Game, I found that most marketing books fall into one of two categories either they are written by a CEO or Chief Marketing Officer, telling stories of WHAT they'd done to be successful but lacked specific information on HOW they did it; or they are authored by a business school professor / academic, heavily laden with theories and analysis, but short on practical application. The Marketing Game bridges the gap by not only recounting real-life success stories, but then relating how it was done, why it was done, and the thinking behind it so that others can replicate success.

Many people think that big, successful companies found their prosperity by having big budgets, buying their way to the top. Not true. Great companies are successful because they are smarter than their competitors. I've been incredibly blessed to have had the opportunity to work at three of the world's best marketing companies Procter & Gamble, Disney, and Coca-Cola. Each had some of the best and brightest marketing minds in the world working on their businesses, and they found unique ways of marketing their wares that they just don't teach you in business school. I wrote The Marketing Game to share the strategies, tactics and insights I'd both developed and learned while working for these great companies, insights that if applied, can improve anyone's and any company's marketing abilities.

About the Author

Eric Schulz is a veteran of marketing competition at the very highest levels-as a director of marketing for The Coca-Cola company and marketing executive for Procter & Gamble and The Walt Disney Company. He is currently a consultant in Washington DC.

Users Review

From reader reviews:

Betty Ahlstrom:

Do you have favorite book? When you have, what is your favorite's book? Guide is very important thing for us to understand everything in the world. Each guide has different aim as well as goal; it means that guide has different type. Some people truly feel enjoy to spend their time to read a book. They are reading whatever they have because their hobby is reading a book. Why not the person who don't like studying a book? Sometime, person feel need book when they found difficult problem or maybe exercise. Well, probably you should have this The Marketing Game : How The World's Best Companies Play To Win.

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