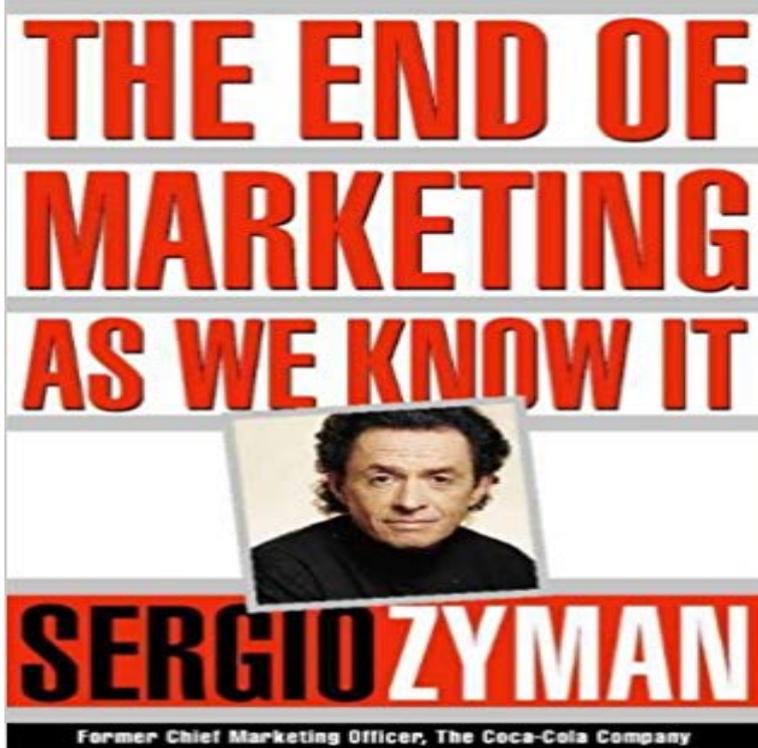


The End of Marketing as We Know it



Sergio Zyman - aka Aya-cola - had the dubious distinction of launching New Coke - one of the best documented and most spectacular marketing failures. But just 79 days later the return of Classic Coke produced the biggest one-year rise ever in the brands sales. Zyman learnt - and taught others - lessons about the emotional bond of consumers to the product. Here, he reveals his own marketing philosophy based on neo-marketing - the notion that advertising and promotion are supposed to sell more stuff.

The End of Marketing as We Know It by Sergio Zyman is a highly interesting book, even if you are not a marketing man. This is so because you Will artificial intelligence replace marketers in the near future? This is the compelling question posted by Loren McDonald of IBM WatsonThe End of Marketing as We Know It has 237 ratings and 23 reviews. Dmitry said: , ,Amazon?????The End of Marketing as We Know it?????????Amazon?????????????Sergio Zyman?????????????Marketing today doesnt work. Or so says the Aya Cola, Sergio Zyman, former marketing czar of Coca-Cola and quite possibly the most famous marketingContains a summary of the best-selling book The End of Marketing, by Sergio Zyman.The controversial marketing guru discusses the revolution in advertising strategy What can I say about Sergio Zyman? Hes a genius thats all.-Warren BennisEncuentra The End Of Marketing As We Know It de Sergio Zyman (ISBN: 9780887309830) en Amazon. Envios gratis a partir de 19.Compre o livro The End of Marketing as We Know It na : confira as ofertas para livros em ingles e importados. Artificial intelligence (AI), machine learning and voice-first systems will increase contextuality and simplicity of marketing messages.Marketing today doesnt work. Or so says the Aya Cola, Sergio Zyman, former marketing czar of Coca-Cola and quite possibly the most famous marketingThe purpose of marketing, said Sergio Zyman, the former Chief Marketing Officer of Coca Cola in his book, The End of Marketing As We Know It, is to get moreIn The End of Marketing As We Know It, Zyman reveals, with characteristic flair, the counterintuitive and often provocative marketing strategies and tactics thatMarketing as we know it today is about image. Its about getting consumers to love your products. Its about buzzwords like events and relationships. So saysIn The End of Marketing As We Know It, Zyman reveals and revels in the often counterintuitive tactics hes espoused, while debunking many of the myths thatJoin acclaimed writer Doc Searls and Gigyas Rashmi Vittal for an in-depth look at the potential business risks and rewards of the European Unions GDPR.Amazon?????The End of Marketing as We Know It?????????Amazon?????????????Sergio Zyman?????????????Sergio Zyman (The end of Marketing as we know it) ISBN 978088730983 says marketing is a science. He says marketers should control the message. Li and