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Why You Should Be Killing Marketing

Marketing as a Profit Center *"The Offer You Can't Refuse": a new keynote about the future of customer experience:*

Why Big Tech Wants You To Ditch Your Password

How Starbucks Became An \$80B Business *"Killing Marketing"* by Joe Pulizzi Joe Pulizzi and Robert Rose on Killing Marketing **5 Startup Myths that Kill Companies** *How I discovered the black art of cult branding | Rob Howard | TEDxStLawrenceCollege* ~~Marketing \u0026 Tech Book Club: Killing Marketing by Robert Rose and Joe Pulizzi~~ *8 Core Business Concepts You Need To Know (10min MBA)* *15 Marketing Campaigns That Made Billions \u0026 How You Can Too* *Killing Marketing Transforming Marketing from a Cost Center to a Profit Center* *??* *5 Ways To Turn Any Business Into An Admired Brand w/ Fabian Geyrhalter* ~~The Rise Of Chick-fil-A~~ *Strategy tools for Business Model Innovation* *Killing Marketing How Innovative Businesses* *Killing Marketing explores how these companies are ending the marketing as we know it -- in favor of this new, exciting model.*

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Killing Marketing provides the insight, approaches, and examples you need to understand these disruptive forces in ways that turn your marketing from cost center to revenue creator.

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Alyssa rated it it was amazing. Shelves: marketing. Pulizzi and Rose argue that marketing is in the midst of a massive sea change. It should no longer be based on advertising and campaigns, but focused on ...

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