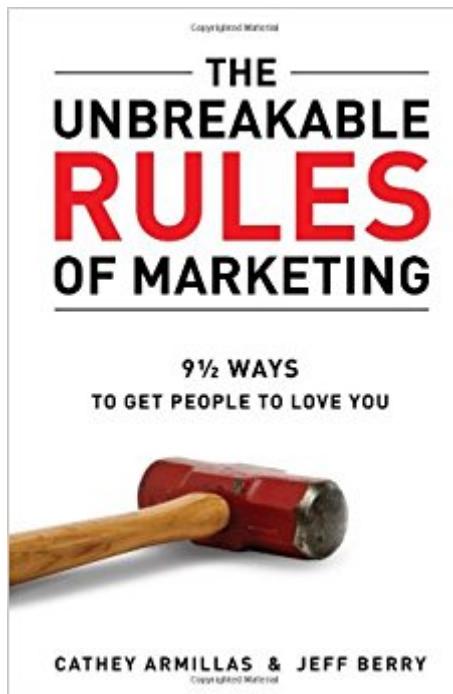


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# The Unbreakable Rules Of Marketing



## **Synopsis**

Get people to love you. The Unbreakable Rules of Marketing are the rules that govern how to get people to love you, your company, your products, your ideas, your cause, or your dog. After you read this book, you'll be far more conscious of how you're marketing all the time, and how you can be much better at it. Whether you're trying to get someone to buy your product, vote for you, go out with you, marry you, hire you, or get your kids to clean up their room, you're marketing. This book is about the principles of marketing that have always been with us, but that most people aren't even aware of.

## **Book Information**

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## **Customer Reviews**

We didn't make these rules up. Not any more than Newton "made up" the law of gravity. We discovered them. They're just there. You can't escape them. They affect everything you do, whether it's running a business or just trying to get through your life. You can pretend they don't exist, but you'll end up in the same place if you just pretended gravity didn't exist.

All marketing is about getting people to love you. That's what it comes down to, isn't it? Love. This book is about the 9 rules that govern how to get that loveâ•for you, your company, your products, your ideas, your cause, your religion, or your dog. No matter what you're trying to market, you have to obey these rules. They're unbreakable.

I suggest this book is even more important for those of us who do not work in marketing. A

fascinating and humorous revelation about how marketing permeates every human (and non-human) interaction. Understanding the 9 1/2 rules can help us get people to love us more - family, friends, lovers, employers, prospective employers, customers...understand and tweak our personal and company brands, and thereby give us much more control of our own destinies. This is extremely relevant to young people and more engaging for them because it is "hip" and funny, and the examples used to illustrate the rules come from some of their favorite (and despised) brands and relate to their lives.

This may be the book that inspires a new generation of marketers. Sure, you'll learn invaluable lessons about growing your business, but you'll also learn something about yourself. And you'll probably be saying, "I want to be like these guys." That's because the authors are successful, passionate, and best of all, downright funny. If the business world is a little too dreary and serious for your taste these days, this is the book for you. It'll get those creative juices flowing again.

So many marketing books provide a formula for all companies to follow, when obviously if every company did the same thing none would get any attention. The Unbreakable Rules of Marketing helps non-marketers understand the secret of great marketers - focus on getting customers to love you. If you market yourself, your small business or even a Fortune 500 this book is a painless way to get unstuck in your marketing. It's not just a "how to", it's a "how to think" in a digital world where a little creative thinking about getting customers to love you can go a long way. Nicely done. Well worth the price.

Here's an unbreakable rule of marketing - read this book! Jeff and Cathey have written an hysterically informative and refreshingly simple take on marketing that has profound relevance on everyday activities. Each rule has useful application whether you are a marketing VP of a large corporation, small business owner, or a teacher, parent, student, or sales person trying to find some consistency and direction in your life. It flows smoothly and naturally from one rule to the next with clear examples and witty humor. A pleasure to read and highly recommended to all.

These 9 1/2 rules are exactly the stuff you need spelled out to succeed in life as well as in business. This is a very practical approach on how to market your yourself as well as your product. I have many years behind me and know I have to keep fresh and innovative. This book gives me the step by step approach to accomplish just that. Jeff and Cathey's wit and sense of humor make this a fun

read on an otherwise academic topic.

I ordered and read this book in preparation for a meeting where Cathey was speaking ... As a public sector employee, I didn't really think it would have much to do with my job, but boy, was I wrong. With lots of examples and much enthusiasm, the book reads like a "how-to" on getting through life. The rules apply to any job - and changed my way of thinking in dealing with my professional as well as personal life. And by the way, Cathey is a delightful and motivational speaker. If you have any concerns that you're losing your creative edge .... read this! it will get your juices flowing.

There are thousands of books about marketing on . If I could only recommend one, it would be this one. Because no matter what kind of marketing you're interested in, no matter what kind of product or service you want to market, and no matter how much experience you have, the rules of this book will apply. It's also a really fun read! Take it to your Marketing 101 class and read it while you're pretending to read your textbook. You'll learn more, remember more, and definitely enjoy it more.

One need not be involved in marketing to enjoy this great book; it is extremely entertaining to all! Goes into different marketing campaigns, of which many you have heard--explains why they worked (or failed). But much of this excellent work is merely about interpersonal relationships--and how they can apply on larger scales than just one-on-one settings. The principles are the same, so the concepts covered could be extrapolated into just about any situation where you are trying to get someone to like or follow you. And even if this is not you, still a very good, insiteful book well worth the short time needed to read it.

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