



Your Marketing Sucks: (see details inside)

Mark Stevens

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Stop throwing thousand-dollar bills out the window and camouflaging spending as marketing! Your Marketing Sucks cuts through the myths that claim marketing is about advertising, public relations, or direct mail. You should stop all marketing until you know how each component of your program justifies itself in dollars and cents and fire your advertising agency if it even thinks about applying for a Clio or other creative award. Learn how marketing it is about growing the revenue, profit, and valuation of the business with this bestseller. After reading Your Marketing Sucks, you'll demand that the money spent on marketing bring in more money in return.

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