



## Counterintuitive Marketing: Achieving Great Results Using Common Sense

By Kevin J. Clancy

Free Press. Paperback. Book Condition: New. This item is printed on demand. Paperback. 368 pages. Why does American business seem to sputter along where it ought to thrive What is the source of the current plague of downsizing, disappearing companies, dot-com crashes, and here-today-gone-tomorrow advertising campaigns Why do more products flop than ever before Marketing experts Kevin J. Clancy and Peter C. Krieg have the answers. In Counterintuitive Marketing, Clancy and Krieg trace the high rate of business failure back to bad marketing strategy, and the even worse implementation of that strategy. Excess testosterone, they argue, compels senior managers to make decisions intuitively, instinctively, quickly, and, unfortunately, disastrously. In this informative and enlightening book, Clancy and Krieg confront these over-and-over-again marketers, who don't have time to do it right the first time, but endless time and a company bankroll to do it wrong over and over again. The authors draw from their decades of consumer and business-to-business marketing experience to describe the intuitive decision-making practices that permeate business today, and demonstrate how these practices lead to disappointing performance. Chapter by chapter, Counterintuitive Marketing contrasts how marketing decisions are made today with how they should be made. The authors give equal...



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