



## Punk Marketing Get Off Your Ass and Join the Revolution

By Mark Simmons

HarperBusiness. Paperback. Condition: New. 256 pages. Dimensions: 9.1in. x 7.3in. x 0.9in. The marketing revolution is here Punk Marketing is the long-awaited and breathless uprising that businesses want, deserve, and desperately need. In this radical guide, Richard Laermer and Mark Simmons take an irreverent, penetrating look at the seismic change in the relationship between the people who sell stuffproducts, services, entertainmentand those who purchase it. They demonstrate that to survive in business, a revolutionary approach is neededone they have branded Punk Marketingand its one we all need to understand, for the traditional divisions among commerce, content, and consumers are continuing to blur ever more rapidly. Never dull, sometimes controversial, but always a helluva lot of fun, Punk Marketing presents a manifesto for any business-person needing to engage consumersor any consumer seeking to understand and employ their newfound power. And heres the good news: Its based on principles that have existed forever. In an age of digital video recorders, branded entertainment, cell phones, TV, multiplayer online games, and never-ending social networking, a coherent approach to marketing has never been more vital. With Punk Marketing, theres a built-in plan to equip you with tools to make all this change work out just fine,...



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