

<<市场营销威力工具AMBUSH MA>>

图书基本信息

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### 内容概要

The Sponsorship Report, November 2006      This step-by-step instruction manual for prospective ambushers may be a big-event sponsor's best friend... It's a fun read, instructive and entertaining, bound by its deliberately non-judgemental style to offend more than a few.      Review      Marketing Magazine :      “ The Ambush Marketing Toolkit will either help you plan your attack, or defend against one. ”      The Sponsorship Report :  
“ This step-by-step instruction manual for prospective ambushers may be a big sponsor's best friend. . . . It's a fun read, instructive and entertaining, bound by its deliberately non-judgemental style to offend more than a few. ”

#### 作者简介

Kim Skildum-Reid , Ambush is a complex and controversial strategy. Making one really deliver is not easy, and neither is defending against one. Kim Skildum-Reid leaves ethics aside and sticks to strategy as she shows you how to choose and mount an ambush th

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