



## Bright Lights Dim Bulbs: The Year in Marketing Buzz, Brilliance Buffoonery, So You Don't Have to Repeat It -- 2010 Edition (Paperback)

By Jonathan Salem Baskin

iUniverse, United States, 2009. Paperback. Book Condition: New. 229 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.This book is your resource and guide for better branding and marketing in 2010, culled from studies of 500+ companies worldwide, analysis in 260 essays on the award-winning Dim Bulb blog, and then distilled and refined to deliver: - 9 strategic trends that challenge the conventional wisdom - 86 tactical ideas you can start use tomorrow - 101 essays that add nuance, insight, and humor - Hundreds of tidbits, challenges, and possibilities for you to ponder - Useful indices by industry category and name, to make the book useful all year long In addition to his blog, Jonathan Salem Baskin writes columns for Advertising Age and Information Week, and co-hosts the popular podcast, Socializing Media. His book, Branding Only Works on Cattle (2008), was savage and witty, according to The Economist, and earned him the label merry iconoclast from Publisher's Weekly. Jonathan works with clients around the world to invent novel, cross-functional solutions to today's most intractable and challenging business problems. You can learn more at and read daily posts at .



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