



# The Marketing Code

*Stephen Brown*

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## **The Marketing Code** Stephen Brown

Akin to *The DaVinci Code*, this gripping thriller morphs the dark intrigue of the Renaissance into today's double-dealing world of commerce to show that in the business world, sometimes you have to kill to make a killing. Revealing the secrets of 21st-century marketing becomes the ultimate quest in this thrilling story. Rejecting marketing's past principles, this book offers new direction and instructs marketers to see beyond the smokescreen of customer-first, customer-focused cliches currently in use and offers guidelines more appropriate for today's fast-moving, high-tech world. Unlike any other marketing book, this entertaining interpretation of ideology is also a credible educational tool.

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