



Summary : Your Marketing Sucks - Mark Stevens: The Key to Marketing that Generates Sales

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Complete summary of Mark Stevens' book: "Your Marketing Sucks".

This summary of the ideas from Mark Stevens' book "Your Marketing Sucks" shows how marketers need to be aware of how many sales are being generated by their marketing campaigns. In his book, the author tackles the 8 common myths of marketing and reveals the truth behind what makes marketing effective. Mark Stevens also proposes 10 rules of Extreme Marketing that focuses on the most important thing - making sales.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your marketing skills

To learn more, read "Your Marketing Sucks" and find out what you should really be doing with your marketing and why you should stay focused on making sales.



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