



## Uprising: How to Build a Brand and Change the World by Sparking Cultural Movements (Hardback)

By Scott Goodson

McGraw-Hill Education - Europe, United States, 2012. Hardback. Book Condition: New. 231 x 150 mm. Language: English . Brand New Book. The secret to movement marketing? Your customers want to make a difference Scott Goodson and his StrawberryFrog colleagues have found the secret to plugging into Purpose with a capital P: find out what moves people to action, then create a way to support and enhance that movement with your product, service, or craft. I call that a winning strategy. --Daniel H. Pink, author of Drive and A Whole New Mind Want to change your customers buying habits? Want to change the world? Stop marketing, read this book, roll up your sleeves, and start a movement. --Sally Hogshead, author of Fascinate and creator of Essential stuff. One of the smartest thinkers on branding on one of the most important developments in that critical intersection between culture and marketing. --Adam Morgan, author of Eating the Big Fish and The Pirate Inside A well-researched and insightful book that will hopefully spark a movement against traditional, stodgy marketing. A must-read for the new generation of marketers who will be defining tomorrow's marketing landscape. --Boutros Boutros, Senior Vice President, Emirates Airline About the...



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