



Bodybuilders in Tutus: And 35 Other Obscure Business-Boosting Observations (Paperback)

By Philipp Lomboy

Robinwood Press, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.This book is a collection of selected articles I've written for my weekly marketing newsletter. Initially I was very happy to educate, entertain, and assist my subscribers in private through email. But as a marketer I was well aware that this was keeping me from reaching many of the people that really need this information. There are many that would prefer to turn pages rather than clicking and scrolling. Ironically, I am one of them, especially when it comes to business books, which I beat up to such a point that I'm glad there's no ASPCA equivalent for printed materials. Plus, it's tough clean blue ink and highlighter off your computer screen. So here it is in all its paperback, water-resistant glory. While the article selection process was primarily based on my own biases and preferences, some influence came from popular reader response to the original articles. Among the chapters you'll hear about: The Mormon incident My homegrown WWE wrestling matches One of my favorite dirty marketing tactics Bodybuilders in tutus And yes, they ALL have something...



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