Stop by and take a look!

commorate Black History Month, highlighting accomplished Kentuckians. During February, the library will have a book display of materials from the collection to

Library's free paperback swap, by bypassing the customary professional paperback fiction books to the Sullivan Trade Wednesday, February 25

Questions? Want more?

processed during the previous two weeks.

In the industrialized world, Christmas can mean big bucks for retailers and


Supply & Demand : Christmas, a case study.

In the consumer goods industry, branding is crucial to market penetration. Using

Films for the Humanities & Sciences, 2002.

New ways to improve the bottom line : The Value of Brand Names.

BBC & the Open University, 2007.

Chewing Gum War : A Case Study in Market Share.

agents, and business leaders, he explains how to bring a sense of play into the

In this follow

Red rubber ball at work : Elevate your game through the hidden power of play.

Evidence the power of gut intuition and shows marketers how to make better,

Branding and marketing expert Steve Cuno combines hard science and

Prove it before you Promote it :  How to take the guesswork out of marketing.

Focuses on two chewing gum companies, Wrigley's and Cadbury Schwepps.

Though it may not yet have affected the value of 30 seconds of Super Bowl

viral marketing, and online media to reach your buyers directly.

New Rules of Marketing  & PR : How to use news releases, blogs, podcasts,

approach to sustainability transforming the very basis on which companies will compete, and offers an

ongoing focus on emerging markets to natural resource depletion

Performance...and that investors and companies who ignore it will, in fact, lose

hard documentation, that "going green" leads directly to better stock market

Investing in a sustainable world : Why GREEN is the new color of money on Wall

street

And if you want to be fair to your adversaries, share this book with them.

lessons contained in the book's pages, you will learn how to outmaneuver rivals,

 EDGE organizations are using video
effectively; to build brands; to recruit,

Changing the Game reveals how leading

thinking executive, marketer, strategist, and entrepreneur, as well

up to Rules of the Red Rubber Ball, Carroll switches the playing

- dress requirement. Donated books will benefit the

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- new marketing program. Besides emphasizing fundamentals like defining one's

- neglecting the fact that technological wizardry can't substitute for a well

- media arenas and formats such as RSS, vodcasts and viral marketing, without

- and information tends to produce quality content for less, as opposed to the

- Scott sees it, this is also good news for consumers: the online culture of integrity

- of marketing's "old rules" is vital to thriving in the new media jungle. The way

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