



Marketing Greatest Hits: Mastering the Brightest Minds of Modern Marketing

Kevin Duncan

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Part of the *Greatest Hits* series, *Marketing Greatest Hits* by Kevin Duncan is an essential resource which utilizes a effective dual approach to mastering the best ideas of modern marketing: the first ten chapters give in-depth examination of critical topics, followed by quick summaries of the most talked about and thought-provoking work from the best business books published, including *The Long Tail*, *Meatball Sundaes*, *Buzz*, *Affluenza* and *Blink*.

The book will help you stay up-to-date on how to navigate the ever-changing landscape of marketing and distills an enormous amount of information on the best ideas and insight into memorable digests which will enable you to finally cross off "must reads" from your business reading list.

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