

# The End Of Marketing As We Know It By Sergio Zyman

**By Sergio Zyman**

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The End of Advertising as We Know Paperback. The controversial marketing guru discusses the revolution in advertising strategy What can I say about Sergio Zyman? He's

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**Sergio Zyman (Author of The End of Marketing as -**

Sergio Zyman is the author of The End of Marketing as We Know It (3.60 avg rating, 176 ratings, 17 reviews), End of Marketing as We Know It:

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H ftad, 2000. Pris 146 kr. K p The End of Marketing as We Know it (9780887309830) av Sergio Zyman p Bokus.com

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About the Author Sergio Zyman, who holds an MBA from Harvard, headed an team of expert marketers at Coca-Cola. After he left Coke, he wrote The End of Marketing As We

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The End of Advertising as We Know It by Sergio Zyman, Zyman also advises marketing managers on such esoteric decisions as whether to tap a dead celebrity for a

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