



**42 Rules of Marketing (2nd Edition): A Practical Guide to Marketing Best Practices That Ensure Your Messages Are Heard by Your Target Audience: A Funny ... with the Quick and Easy Steps to Success**

*Laura Lowell*

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The '42 Rules of Marketing - 2nd Edition' is a compilation of ideas, theories, and practical approaches to marketing challenges the author has been collecting over the past 20+ years. The idea behind this unique look at marketing was to create a series of helpful reminders; things that marketers know they should do, but don't always have the time or patience to do.

The book touches on everything from tradeshow and PR to customer advocacy, market research and the role of humor in marketing. The author shares tips and tricks to ensure your marketing messages reach the intended audience. After all, isn't that the point?

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