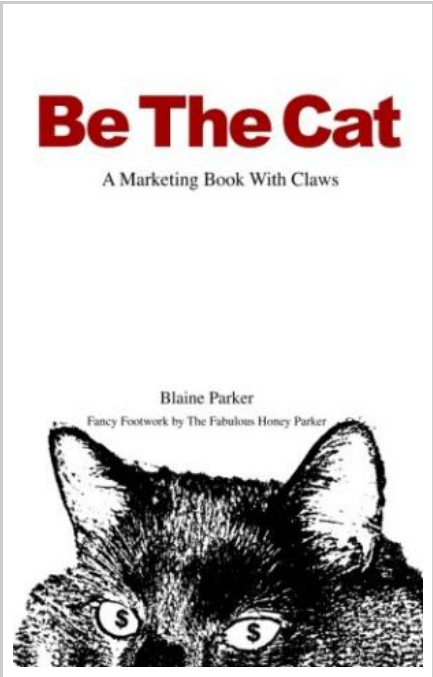


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Be the Cat: A Marketing Book with Claws

By Blaine Parker

Slow Burn Marketing LLC, United States, 2014. Paperback. Book Condition: New. 198 x 126 mm. Language: English . Brand New Book ***** Print on Demand *****.Cats and marketing? Be serious. We are serious. Serious as a cat. Emotionally honest. The Avenger of the Gods. A work of genius. Love them or hate them, cats are epic. Some of history s great thinkers have said pithy things about them. Understand the genius of the cat, and you can start to understand the genius of your business. Yes, your business has genius. What most businesses are missing is an understanding of that genius-a genius that becomes manifest as brand. Understanding that genius and the resulting brand can change things. And that genius can be revealed by reflecting on the feline. The genius is within. You can love the cat. Or hate the cat. But understand the genius of the cat, and you can begin paving the way to profitable marketing. Want to win hearts and minds? Be the cat.

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