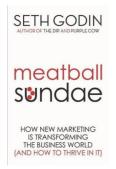
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MEATBALL SUNDAE: HOW NEW MARKETING IS TRANSFORMING THE BUSINESS WORLD (AND HOW TO THRIVE IN IT)



Little, Brown Book Group, United Kingdom, 2010. Paperback. Book Condition: New. 196 x 124 mm. Language: English . Brand New Book. What is a meatball sundae? It s something messy, disgusting and ineffective, the result of combining two perfectly good things that don t go together. Meatballs are the basic staples, the things people need, the stuff that used to be marketed quite well with TV and other mass market techniques. The topping is new marketing: MySpace, websites, YouTube, and

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