



## Rubies in the Orchard: The POM Queen s Secrets to Marketing Just about Anything (Paperback)

By Lynda Resnick

Random House USA Inc, United States, 2010. Paperback. Condition: New. Reprint. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. NATIONAL BESTSELLER POM Wonderful. FIJI Water. Teleflora. The Franklin Mint. Lynda Resnick s marketing triumphs read like an encyclopedia of branding. She is the smartest and hardest-working marketing brain in the business - the kind of marketer who can sell ice sculptures to Eskimos. But her brilliant ideas aren t simply the result of random inspiration; they re the products of a systematic approach to marketing that any company -- large or small -- can adapt to achieve success. In RUBIES IN THE ORCHARD, she divulges her secrets for creating some of the world s most memorable and iconic brands, and the bull s-eye strategies to sell them. Resnick believes that every company can find rubies in its orchard, elements of intrinsic value that consumers will desire. Here, she shows how every successful marketing campaign begins with uncovering these hidden gems, and communicating their value honestly and transparently to the consumer. Through Resnick s behind-the-scenes narrative, we learn the secrets of her extraordinary...



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