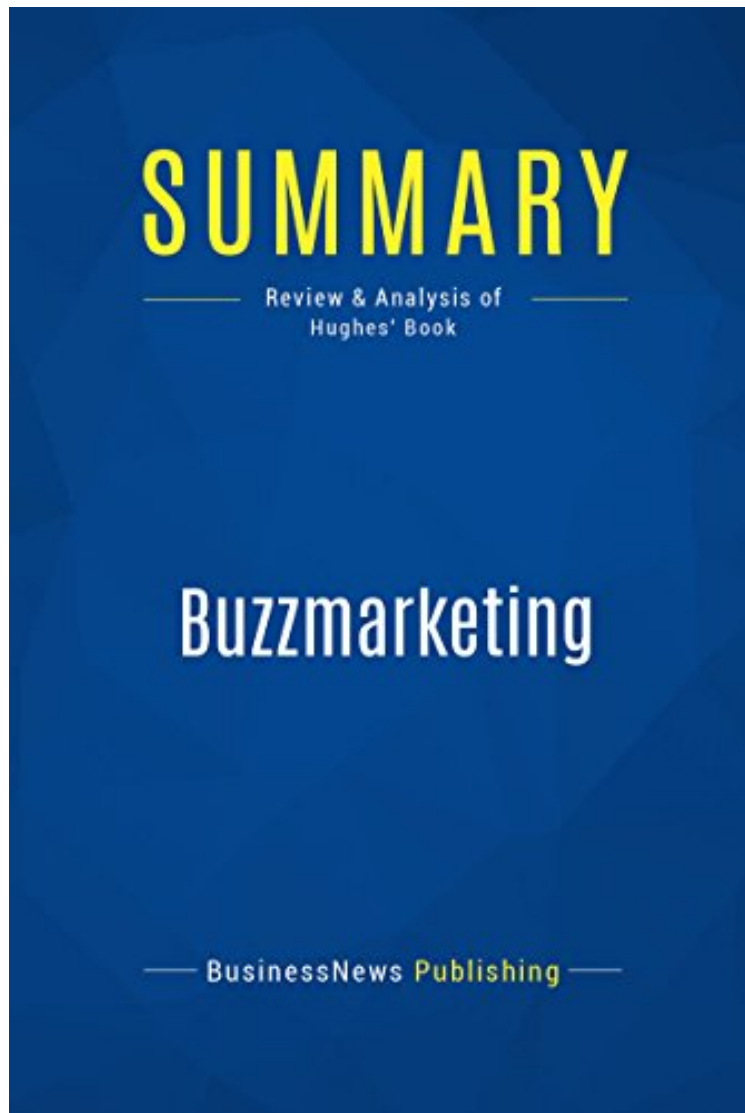


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Not great, not horrible.

The must-read summary of Mark Hughes' book "Buzzmarketing: Get People to Talk About Your Stuff". This complete nbsp;summary of the ideas from Mark Hughes' book "Buzzmarketing"nbsp;explains that therersquo;s just so much background noise and clutter now that traditional advertising insrsquo;t as effective as it once was. In 2004

alone, American companies spent over \$235 billion on marketing ndash; more than the entire GDP of Mexico. To add to the problem, technology now makes it easy for consumers to skip commercials and block intrusive ads. It isnrsquo;t feasible to market the traditional way anymore. This summary shows thatnbsp;you can generate better results using media attention and word-of-mouth endorsements. Buzzmarketing is all about capturing the attention of consumers and the media by making your brand or your company entertaining, fascinating or newsworthy. Added-value of this summary: bull;nbsp;Save timenbsp;bull;nbsp;Understand the key conceptsbull;nbsp;Increase your knowledgenbsp;To learn more, read "Buzzmarketing" and discover the key principles that will get more people talking about your company and your products!