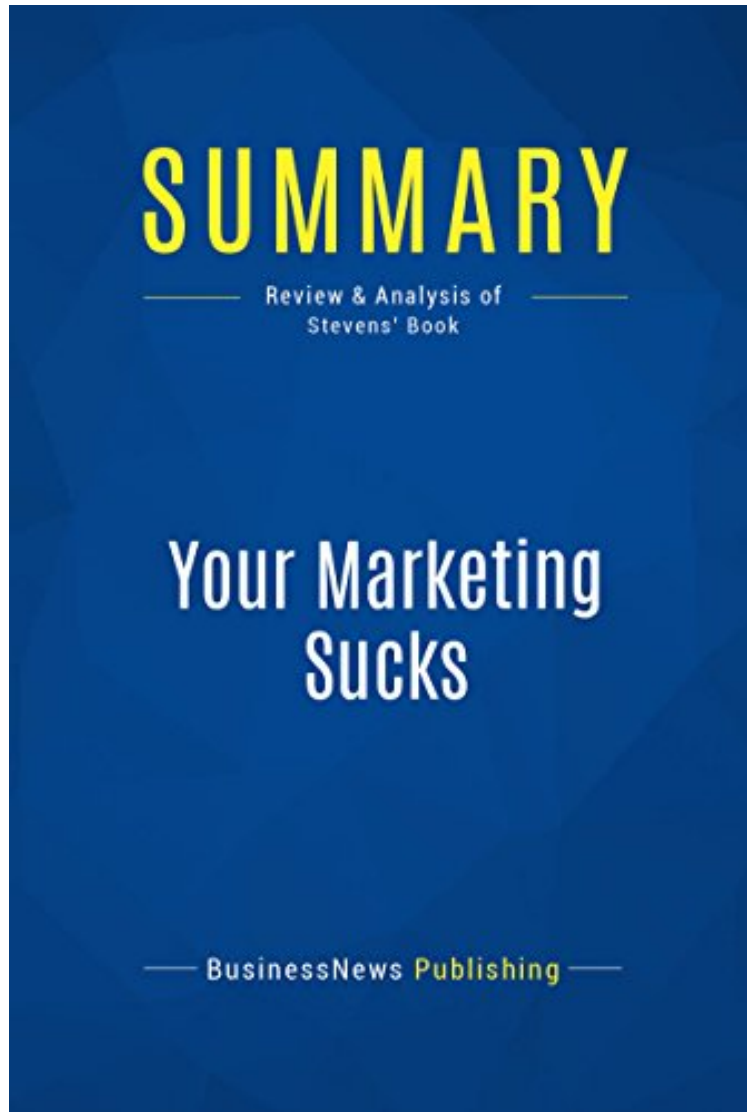


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Mark Stevens' book "Your Marketing Sucks" shows how marketers need to be aware of how many sales are being generated by their marketing campaigns. In his book, the author tackles the eight common myths of marketing and reveals the truth behind what makes marketing effective. Stevens also proposes ten rules of 'Extreme Marketing' that focus on the most important thing - making sales. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your marketing skills** To learn more, read "Your Marketing Sucks" and find out what you should really be doing with your marketing and why you should stay focused on making sales.