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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	<p>""Cover""; ""Contents""; ""Introduction""; ""PART I. MARKETING""; ""PRINCIPLES""; ""1. If there's something you'd rather be doing, do it""; ""2. Invade with a good idea""; ""3. Visionaries often look back""; ""4. A change of course,but never a change of heart""; ""5. A few words before we set sail:learn the basics""; ""6. Plan your attack""; ""7. Use your weaknesses to your advantage""; ""8. Decide which small god to pick on""; ""9. Think small and see the big picture""; ""10. Think big and see the small opening""; ""11. Even in a war of words""</p> <p>""12. Make money on suffering, despair and poverty""""13. Make money on human decency""; ""14. Be humble and rude (rather than arrogant and polite)""; ""15. Adopt a target group people you like or people like you""; ""16. Make money by giving things away""; ""17. Start innovative, stick to your principles, change""; ""18. Blend in by standing out""; ""19. Learn the new maths""; ""20. Perfect the product""; ""21. If your product is really terrible, spend your marketing money on the product""; ""22. There are millions of products but only two brands be both of them""</p> <p>""23. Competition is a secondary consideration""""24. The tools remain the same""; ""25. Advertising doesn't work ,and why this is good""; ""26. A good story is worth millions more than it used to be""; ""27. Viking Zen (or summer fashion at 30 below zero)""; ""28. Go against type""; ""29. Use education as marketing""; ""PART II. CORPORATE CULTURE"";</p>

""30. Pillaging, plundering and other family values""; ""31. Everyone's in charge""; ""32. Learn to make the right mistakes""; ""33. Problems are a manager's best friend""
""34. Put berserkers in the front of the boat (but don't let them steer)""""35. Put violence in perspective and take it out of your business""; ""36. Make a note: slavery is an administrative nightmare""; ""37. Empower your women""; ""38. Competition is nonsense""; ""39. If you want to motivate, forget reward and punishment""; ""40. Talk is cheap, but still overpriced""; ""41. Resurrect the lost art of decision-making""; ""42. Keep people honest""; ""43. Plagiarize the plagiarist an original idea worth copying""; ""44. Put lawyers in the last boat""
""45. Use creative accounting for a better world""""46. Controversy is great, if you're right""; ""47. Rethink money""; ""48. Two approaches to dealing with crisis proactive or poodle""; ""49. Take marketing studies with a pinch of salt""; ""50. Don't leave luck to chance""; ""Appendix""; ""Bibliography""; ""About the authors""; ""Illustration credits""
