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Autore	Trout Jack
Titolo	In search of the obvious : the antidote for today's marketing mess // Jack Trout
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Nota di contenuto	In Search of the Obvious: The Antidote for Today's Marketing Mess; CONTENTS; PREFACE; Chapter 1: In Search of the Obvious; Chapter 2: What Gets in the Way of the Obvious; Chapter 3: The Internet Can Be an Obvious Problem; Chapter 4: Advertising People Can Be an Obvious Problem; Chapter 5: Marketing People Can Be an Obvious Problem; Chapter 6: An Obvious Look at the Marketing Process; Chapter 7: Some Help in That Search for the Obvious; Chapter 8: You Must Be Aware of Some Obvious Ground Rules; Chapter 9: Some Observations about Obvious Marketing Problems Chapter 10: The Future Is Never ObviousEPILOGUE; BIBLIOGRAPHY; INDEX
Sommario/riassunto	This is the first book that states the obvious: Marketing is a mess. Marketing guru Jack Trout intends to make a lot of people, who made the mess, very uncomfortable: Advertisers are criticized as people who look for the creative and edgy, not the obvious. They will not be happy. Marketing people are criticized for getting hopelessly entangled in corporate egos and complicated projects. They will not be happy. Research people are criticized for generating more confusion than clarity. They will not be happy. Some big companies are criticized for their ill-fated marketing programs or lac

