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Sommario/riassunto	The little black book of marketing is here. Marketing guru Peter Fisk's inspirational manual of marketing shows you how to inject marketing genius into your business to stand out from the crowd and deliver exceptional results. Marketing Genius is about achieving genius in your business and its markets, through your everyday decisions and actions.

It combines the deep intelligence and radical creativity required to make sense of, and stand out in today's markets. It applies the genius of Einstein and Picasso to the challenges of marketing, brands and innovation, to deliver exceptional impact in
