



Marketing Genius

Peter Fisk

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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 the market and on the bottom line. Marketers need new ways of thinking and more radical creativity. Here you will learn from some of the world's most innovative brands and marketers – from Alessi to Zara, Jones Soda to Jet Blue, Google to Innocent. Peter Fisk is a highly experienced marketer. He spent many years working for the likes of British Airways and American Express, Coca Cola and Microsoft. He was the CEO of the world's largest professional marketing organisation, the Chartered Institute of Marketing, and lead the global marketing practice of PA Consulting Group. He writes and speaks regularly on all aspects of marketing. He has authored over 50 papers, published around the world, and is co-author of the *FT Handbook of Management*.

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—Professor Philip Kotler, Kellogg Graduate School of Management, and author of *Marketing Management*

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"This is a truly prodigious book. Peter Fisk is experienced, urbane and creative, all the attributes one would expect from a top marketer. The case histories in this book are inspirational and Peter's writing style is engaging and very much to the point. This book deserves a special place in the substantial library of books on marketing."

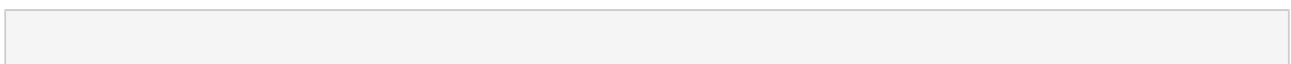
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"Customers, brands and marketing should sit at the heart of every business's strategy and performance today. *Marketing Genius* explains why this matters more than ever, and how to achieve it for business and personal success"

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