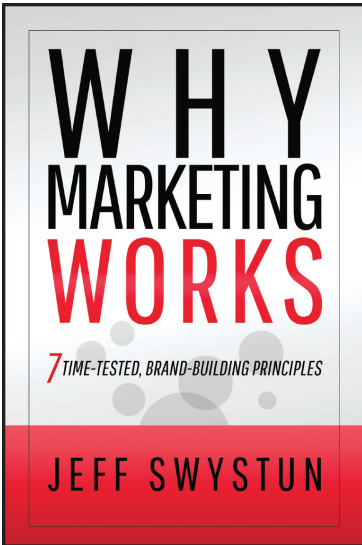


Order Form

Pre-publication Offer for 50 or more copies
WHY MARKETING WORKS

by Jeff Swystun

\$9.95 Offer good on 50 or more copies
 until February 15, 2019
 Reg. \$17.95



To Order:
 Website: www.brigantinemedia.com/wmw
 Phone: 802-751-8802
 E-mail: neil@brigantinemedia.com
 Mail: Brigantine Media
 211 North Ave.
 St. Johnsbury, VT 05819



From seventeenth-century London coffeehouses to Starbucks, from ancient Roman wall inscriptions to Facebook, marketing expert Jeff Swystun explains the reasons why marketing works. With scores of fascinating examples drawn from companies and products past and present, he has extracted seven principles that get to the heart of successful marketing.

Swystun answers the age-old question, “Why do we buy?” and puts it in perspective to help today’s professionals improve the quality of their marketing.

“A wonderful read! It applies lessons from centuries of great marketing to illustrate seven ways to improve your strategy and business—all with Jeff’s entertaining and instructive gift of storytelling.”

David Aaker, Consultant; Professor Emeritus, University of California, Berkeley, Haas School of Business; Vice Chairman, Prophet; Author of 15 books, including *Creating Signature Stories*



Why Marketing Works

U.S. Reg. Price	Pre-publication Price	# Copies	Total
\$17.95	\$9.95	_____	\$ _____

FREE SHIPPING! • BOOK SHIPS March 15, 2019
QUESTIONS? – neil@brigantinemedia.com or call 802-751-8802



Check enclosed
 VISA/MasterCard
 American Express
 Discover

Card # _____ Exp. Date _____ Signature _____
 Name _____ Business Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ E-mail _____

