

Theres fake corporate marketing and then theres real marketing. This is the real stuff for real people. -Ben Cohen, co-founder of Ben & Jerrys Ice Cream These days consumers are paying less and less attention to advertising. A majority already zap commercials, and new technology keeps making it easier to tune out marketing messages. Mark Hughes has written a breakthrough guide to the art of successful buzzmarketing which many people talk about but few truly understand. He draws on his own real-world experience as an executive and consultant, as well as untold stories of some of the great buzz generators of our time, including American Idol, tie-dye shirts, and the birth of Lite beer. From the Trade Paperback edition.

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