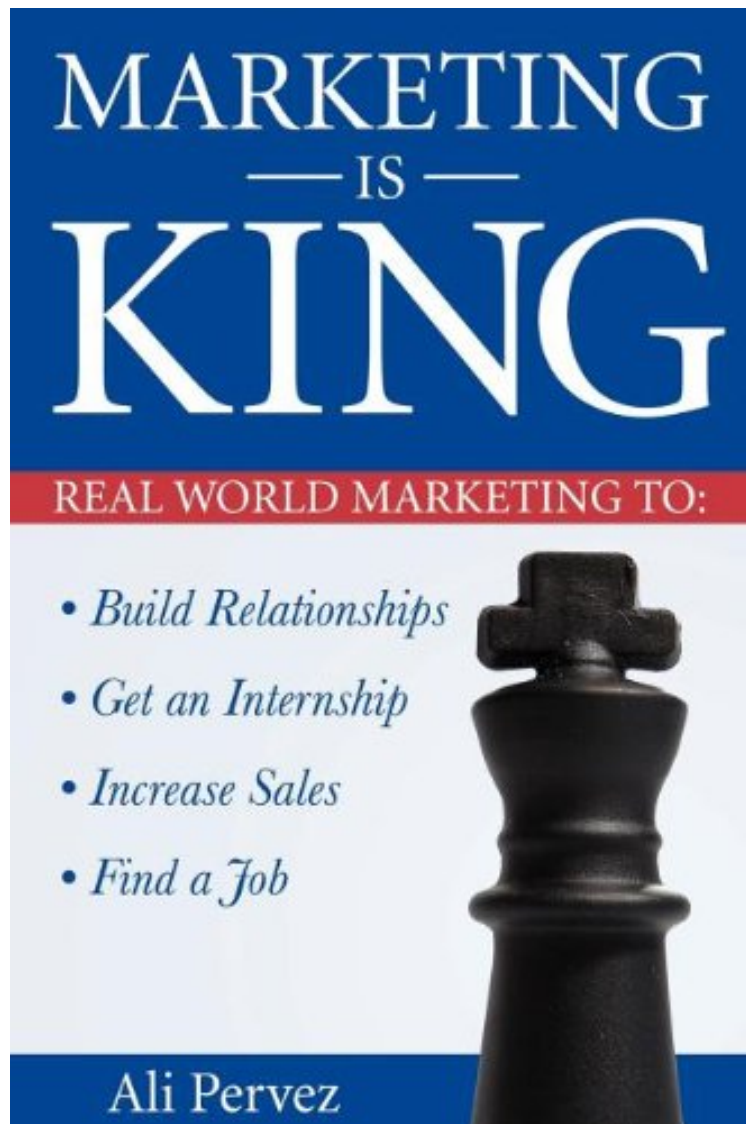


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Marketing Is King: Real World Marketing to Build Relationships, Get an Internship, Increase Sales Find a Job

Ali Pervez

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in Marketing. By Mohammed M A Siddiqui Excellent Book covers a lot of important topics. Make you real King in Marketing. All the very best for the Author for writing such a great book which is very easy to read, understand and do best practices. 2 of 2 people found the following review helpful. MUST READ FOR SERIOUS MARKETEEERS' By M. Shams Tabrez After over 15 years marketing products and services around the world I truly thought I had read every serious book about marketing...until I came across Ali's book last month. It was referred to me by a class-fellow of mine from the University of Chicago Business School and I started reading it on the plane last week and just couldn't put it down - the flight to Asia from the US never seemed to go so quickly before!! Ali has a penchant for quickly getting to the key underlying principles very quickly. His no nonsense style guides you straight to the core of the problem then he delivers on his promise of proven tools to deepen understanding of, and then ultimately solve the problem. As with all skeptics I tried his "tool-box" on some recent challenges I have faced and they worked very well!! Nothing succeeds like success and Ali's methodologies have made me into a very satisfied believer in his approach. His talent is the clarity and organization he brings to complex and dynamic problems. As I moved from problem to problem I got better at applying his principles and by the end of my flight I started to even look back on historic issues to study why things had and had not worked in the past...that exercise alone taught me so much. Ali's book is really not a purchase at all but an investment - saving you both time, money and countless frustration going forward. Also, try my experiment of retro-problem analysis using Ali's techniques and you will see that Ali Pervez is on the fast-track to becoming a "King-Maker." 1 of 1 people found the following review helpful. If you are going to read one marketing book this year, this should be the one. By John Shaw I recently came across the book Marketing is King by Ali Pervez by chance. Having had an interest in marketing for most of my life and career, I opened the book wondering whether it would, in fact, do what it says on the cover and was pleasantly surprised. In an enjoyable way, the author clearly lays out all facets of marketing and teaches you the skills. He then explains how you can use these skills in a whole range of situations. The book is written in a beautiful step by step way, allowing Ali Pervez to cover all facets of marketing within the business environment. But cleverly the author goes much further than that; he demonstrates how you can use your marketing skills to get the job you want or that promotion you are after. In fact he demonstrates how you can use these skills in various situations and many other life scenarios. I must say that this book wowed me because not only because it is so well written and so easy to read but also teaches you to understand the fundamental principles of marketing. Believe me this is a fantastic book, and I must say that it ranks above anything else I have read on this topic. No wonder he called his book Marketing is King, because Ali Pervez shows that it really is!

Advance Praise for Marketing is King! T ""Marketing is King is really a lesson to us all on how marketing can be applied to improve our lives. Ali does a brilliant job of breaking it down into simple language we can all understand. I congratulate Ali on an outstanding piece of work." -Dr. Denis Waitley, Author of Seeds of Greatness ""Of all the marketing books I have read, I find Ali's approach refreshing, remarkably simple, and down to earth. It's a great book that shows how we can all benefit from marketing." -Howard Stephen Berg, The World's Fastest Reader, Attested by Guinness Book of Records, www.mrreader.com ""Ali's 19 characteristics of top salespeople are bang on the mark! The book is also outstanding in terms of clarifying the relationship between sales and marketing. A must-read for all professional sales folks! I love it, and I am sure you will, too." -Joe Girard, The World's Greatest Salesperson, Attested by Guinness Book of Records, www.joegirard.com ""Ali's enthusiasm and understanding of how marketing can drive favorable results, both personally and in a business environment, is a rare gift. His concepts can be applied in any number of real-world situations, which makes his book an outstanding contribution to the field of marketing." - William J. Biedenharn, President of Mead Westvaco, Packaging Systems Division