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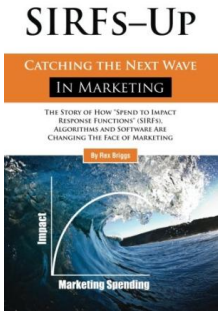

Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. SIRFs-Up engrosses the reader in the world of blue-chip marketers including Victoria s Secret, AB-InBev, Coca-Cola, Cox Communications, MTV Networks, Nestle and more. Behind each story is a core truth about what makes marketing effective, and insights about how to make it more effective. SIRFs-Up offers a front row seat to the next wave of marketing, and shares these advanced marketers secret...

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- Authored by Rex Briggs
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