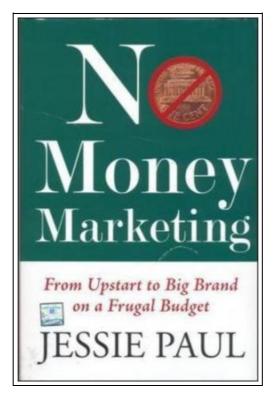
## No Money Marketing: From Upstart to Big Brand on a Frugal Budget



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## Reviews

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McGraw-Hill Education, 2009. Hardcover. Condition: New. First edition. An important value addition to the body of knowledge in global brand creation. N. R. Narayana Murthy, Chairman and Chief Mentor, Infosys "Highly readable.provides great insights into how a brand image can be created-or destroyed-in the global village." K. V. Kamath, Chairman, ICICI Bank ".Provides a fresh and valuable framework for how to make very little marketing money go a really long way." Rama Bijapurkar, Strategic Marketing Consultant and author of We Are Like That Only ".A timely, insightful provocative guide to marketers who want to succeed in today`s flat world." President and CEO, ITSMA (IT Services Marketing Association) ".A must read for business heads and marketers alike." Amitava Chattopadhyay, The L`Oreal Chaired Professor of Marketing Innovation and Creativity, INSEAD ".An insightful guide through the rapidly changing terrain of marketing." Mukul Pandya, Executive Director/Editor-in-chief, Knowledge@Wharton, Wharton School ".Easy flow and intellectual rigor.makes the reading enjoyable and creative." Prof. Prashant Salwan, Chairman, Strategic Management Area and CIMER, IIM Indore As the real and virtual worlds have fused seamlessly, the playing field for businesses has been leveled, enabling the marketing and delivery of products and services from anywhere on the map irrespective of size, scale and location. Traditional resources (time and money) and marketing tools (advertising and PR) are losing their advantage to new techniques like social networking, individual targeting and ecosystem marketing. Hence, freed from geographical, financial and demographic limitations, upstart companies can sell their wares and build their brands, outsmarting the giants. Designed to arm such Davids against Goliaths, No Money Marketing shows how an emerging brand can spot and tap into its marketing ecosystem of all stakeholders, and compete successfully with established brands for market share and mind share. The book enlightens entrepreneurs,



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