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do effective real
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and compromise
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*If you have a
great product*

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need to make
sure people
know about it.
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that great
product into a
profitable
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BUILD A

SUSTAINABLE,

ETHICAL, AND

PROFITABLE

BUSINESS

WITHOUT FEELING

LIKE A SELLOUT?

Are you willing

to be your true

self in

business and

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accept the consequences—and rewards—of doing so?

People are sick to death of being targeted, manipulated, and conned into sales that don't enrich their lives.

Humanity
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*deserves better
than predatory
marketing.*

*Customers want
to do business
with real
people, not
fakes. They
want the
truth—your
truth—not your
BS. In today's
age of*

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*increasing
transparency,
you have to
look inside and
get 100% real
with yourself.
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done with
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marketing and

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*why you should
use the MEI principle—Motivate
, Educate, and
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all your
content and
communication •
How being your
true self
(flaws,
emotions,*

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all) is the
most valuable
currency and
the most
satisfying path
to profits •
How to infuse
your unique
voice,
personality,
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perspectives*

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*into every
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facet of your
business from
your packaging
and email
newsletter to
your funnel)
and how
critical this
is for growth •
The profit-
butchering
enemy of your*

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*attention—and
what to focus
on instead •*

*Why you should
keep the three
ride-or-die
essentials on
your desk (and
learn to say
“f*ck*

*everything
else”) Part
sales and*

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*marketing, part
self-*

*development,
and packed with
examples and
research, The
Anti-Marketing
Manifesto will
guide you to
big profits by
bringing your
best to the
people you're*

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the scope and
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most
introductory
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courses. The
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explanations in
the context of*

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such as*

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satisfaction,
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neurship,
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business, and
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change.*

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Business
includes*

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*hundreds of
current*

business

examples from a

range of

industries and

geographic

locations,

which feature a

variety of

individuals.

The outcome is

a balanced

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*approach to the
theory and
application of
business
concepts, with
attention to
the knowledge
and skills
necessary for
student success
in this course
and beyond.*

Ethical and
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greater social**

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in Asia examines
this so-far
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investigating why
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behaviours
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emphasis in
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diversity of the Asian countries provides a perplexing environment to the development and management of ethical and social marketing. The belief that bottom line profits is enough for a company, is

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the study of ethical and social marketing in Asia is a timely topic. The first chapters introduce Ethical Marketing in Asia, followed by case studies of how the approach is used across 14 diverse economies,

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***Indonesia) and
South Asia (India,
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