

To The Marketing Executive...

Happy Plotting....

This is not your usual professional reading. And given your busy work life, a 750-page book is the last thing you want to read. Fair enough.

But if your work entails, in one way or another, influencing your consumers, do you want to spend a whole lifetime trying to do it without knowing why it works or how you can make it work better?

You can read it one chapter a week. In 25 weeks, you will have put under your belt a comprehensive body of knowledge—a master template to guide your thinking about consumers.

I wrote it to be easy enough for college students, but also practical enough for the “Tell-me-something-I-can-use-on-Monday-morning” Marketing Executive.

I know, I know, when you graduated, you said, happily, a goodbye to textbooks. I will let you in on a secret: this is popular nonfiction in the guise of a textbook. I have “translated” a lot of things that were textbookish. Now it is a knowledge book that could genuinely compete with your other week-end reading. And something to bring to work on Monday. If your work on Monday will require thinking about consumers, that is.

Happy Plotting!

Ban Mittal, Ph.D.