



# The End of Advertising as We Know It

*Sergio Zyman, Armin Brott*

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## **The End of Advertising as We Know It** Sergio Zyman, Armin Brott

The controversial marketing guru discusses the revolution in advertising strategy "What can I say about Sergio Zyman? He's a genius; that's all."-Warren Bennis, University Professor and Distinguished Professor of Business Administration, USC Marshall School of Business In this follow-up to his bestselling book *The End of Marketing As We Know It*, Sergio Zyman, Coca-Cola's renowned former chief marketing officer, argues that the business of advertising as we know it is dead. He uses real-world examples to illustrate how modern advertising overemphasizes art and entertainment and neglects the most important rule of advertising-sell the product. With a keen eye and a no-holds-barred approach, Zyman discusses how advertising died, what killed it, and how to revive it. He addresses the most critical issues affecting any organization's sales and marketing departments, using his time-tested, unorthodox, and sometimes even counterintuitive principles in order to translate key strategies into positive business results. For marketing managers, advertisers, and CEOs, this book offers groundbreaking advice from one of the legends of modern marketing, as well as the knowledge, insights, tools, and direction to transform advertising strategies from hoping to planning, from art to science, from guessing to knowing, and from random success to planned success.

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Playing with family inside a park, coming to see the sea world or hanging out with good friends is thing that usually you might have done when you have spare time, then why you don't try factor that really opposite from that. A single activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love *The End of Advertising as We Know It*, you may enjoy both. It is good combination right, you still need to miss it? What kind of hang-out type is it? Oh seriously its mind hangout fellas. What? Still don't understand it, oh come on its known as reading friends.

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