
THE UNBREAKABLE RULES OF MARKETING

9½ WAYS
TO GET PEOPLE TO LOVE YOU

1. CONSISTENCY BEATS ABILITY
2. PERCEPTION IS REALITY
3. BE CREATIVE OR DIE
4. THE MEDIUM IS NOT THE MESSAGE
5. WORK HARD TO KEEP IT SIMPLE
6. GIVE LOVE TO GET LOVE
7. EMOTIONS RULE THE WORLD
8. GO BIG OR GO HOME
9. EVERYTHING IS MARKETING

1/2 RULE: KNOW THE RULES
AND KNOW WHEN TO BREAK THEM