



The Binman's Guide to Marketing: Top 100 marketing inspirations & ideas from branding, PR, digital marketing to traditional media that will increase your sales

By Oisín Browne

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Improve your marketing strategy with Oisín's top 100 marketing inspirations & ideas from branding, PR, digital marketing to traditional media that will increase sales. Working in a fast-growing award winning company, Oisín Browne offers a fresh look at marketing and sales to the world of business. Oisín has distilled his varied experience into a series of clearly defined inspirations, ideas and interviews that combine general observations with illustrative examples in an accessible and engaging format. The Binman's Guide to Marketing is the follow up to 'The Binman's Guide to Selling' and will be of value to any business professional looking to put a laser focus on their marketing and sales efforts. Oisín presents a genuine and distinct tool to empower and position business people to methods that have the potential to transform their career through improved marketing and sales communication and applicable relationship-building practices. Oisín shares marketing secrets that can be applied to any business; an in-depth look at marketing words that matter, preparing, planning and performing with precision, using digital marketing with confidence, building a super solid business brand, Revving up your PR engine, becoming media Savvy, mastering your marvellous marketing skills and interviews with the top marketing teams, business owners and consultants from many successful companies.

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- Sales Rank: #4597326 in Books
- Published on: 2016-02-06
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .66" w x 6.00" l, .86 pounds
- Binding: Paperback
- 262 pages

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Editorial Review

Review

Praise for The Binman's Guide to Marketing "In The Binman's Guide to Marketing, Oisín masters the art of making the complex world of marketing simple. What else could you expect from a Binman who doesn't like to waste words. A great read!" Gijs van Wulfen, Founder of the FORTH Innovation Method, Top 40 Innovation Blogger, and the author of the bestseller The Innovation Expedition "A refreshing read, packed with enthusiasm and inspiration. Who would have ever guessed a marketing book could be so cool? If your bottom line depends on great marketing, Oisín's book is your source." Mike Michalowicz, author of Profit First, The Pumpkin Plan & The Toilet Paper Entrepreneur "If you want a dry and boring marketing book written by an academic don't buy this! Oisín's real world examples of success work and he uses the ideas himself. Inspirational!" David Meerman Scott, bestselling author of The New Rules of Marketing and PR "Oisín's book lays out an awesome assortment of the best ideas, inspirations and interviews in marketing. This collection is a must read for any business owner or marketing executive. If you want to understand how to creatively use marketing to drive sales, this book is for you." Alexandra Watkins, Best-selling author of Hello, My Name is Awesome: How to Create Brand Names That Stick, an Inc. Magazine Top 10 Marketing Book "If you want to make a mark in the world of business, read The Binman's Guide to Marketing, a terrific compilation of distilled marketing wisdom. Just a page a day, and you will toss your competition away." Whitney Johnson, Author of Disrupt Yourself (r): Putting the Power of Disruptive Innovation to Work "Wow, this book is simply amazing! This is an extremely powerful marketing guide that does an incredible job of highlighting specific marketing practices and how they impact your business. It's a must read!" Kim Garst, best selling author of Will the Real You Please Stand Up; Show Up, Be Authentic and Prosper in Social Media "This valuable book is the most practical and comprehensive guide to marketing I've ever read. It covers every facet of marketing and is a must-read for new marketing hires and business owners alike." Mandy McEwen, Digital Marketing Consultant & Founder of Mod Girl Marketing "Any business owner is bound to find something useful in The Binman's Guide to Marketing. At the very least its comprehensive nature shows that you must dedicate time and resources to be an effective marketer." Kevin Daum, Inc.com Columnist, best selling author of ROAR! Get Heard in the Sales and Marketing Jungle, and Video Marketing For Dummies "Oisín takes the fields of sales and marketing, which can be overwhelming for many people and breaks them down into simple, easy-to-understand, bite-size pieces. Inch by inch, anything's a cinch. Study one or two of Oisín's tips per day, and you will experience a profound impact in your business results!" Kevin Knebl, co-author of The Social Media Sales Revolution "If you own a business or operate in a commercial environment, then Oisín's book will overcome any doubts that you have about marketing as the core business function." Anthony Quigley, Founder & Director of the Digital Marketing Institute "Oisín's book is a masterpiece for any leader in any business who wants to create brand awareness, inspire brand commitment, and increase sales." Bruce Tulgan, best-selling author of The 27 Challenges Managers Face and founder/CEO of RainmakerThinking, Inc."

About the Author

Oisín has worked at The City Bin Co. since 1998 where he has learned that a winning mindset is essential when nurturing the marketing and sales team needed for business success. He began his career on the back of the bin lorry where he worked for four years before moving to successive roles in sales, customer service and marketing. Such versatility has given Oisín a deep understanding of the importance of the company's values, culture, and adherence to its mission. A successful salesman and certified hypnotist, Oisín is a business enthusiast with an interest in business growth, social media, sales, marketing and customer service. He has

over 20 years sales and marketing experience in both the music and waste industry. ??

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