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*to Learn, Laugh,
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by **LIZ GOODGOLD**

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Since laughter often quickens learning, *Duh! Marketing™: 99 Monstrous Mistakes and How You Can Use Them to Learn, Laugh, and Grow Your Business* is a humorous jaunt through the advertising and marketing jungle. As you read through the comical misfires of other companies, you can learn the pitfalls to avoid, the secrets of great marketing, and jot down inspiring ideas straight from its pages.

meet the author

Liz Goodgold is CEO of The Nuancing® Group, a strategic marketing and branding firm. She is also a speaker in high demand from coast to coast, conducting presentations on marketing, branding, networking, and sales. Tapped for quips and quotes by the likes of ABC, CNN, the *Wall Street Journal*, *The New York Times*, and *Business 2.0*, Liz is perpetually a step ahead of the cutting edge of what's hot—and what's not—in the realm of marketing.

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In this hilariously intelligent collection, you'll not only get countless chances for a good guffaw, but also gleam invaluable insights into the best way to market. In an easy-to-read format, this hardcover book allows you to learn, read, and laugh at your leisure.

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