



Prove It before You Promote It: How to Take the Guesswork Out of Marketing

Steve Cuno

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Combining hard science and marketing practice, Prove It Before You Promote It draws on marketing case studies and scientific evidence to help marketers eliminate bias, emotion, and common cognitive errors in order to make better, evidence-based marketing decisions. This book explodes the most common and costly marketing myths and draws on real, proven science to reveal how people actually behave in the marketplace—and how you can use that to your advantage.



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