



# Punk Marketing: Get Off Your A\*s and Join the Revolution

*Richard Laermer, Mark Simmons*

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**Punk Marketing: Get Off Your A\*s and Join the Revolution** Richard Laermer, Mark Simmons

The Marketing Revolution is here, so get on the right side of the barricade and become a part of it! Let's thank Mr. and Mrs. Consumer and their little Consumerlings who have seized power from the corporations and are now firmly in control. In Punk Marketing, Laermer & Simmons take an irreverent, penetrating look at the seismic change in the relationship between the people who sell stuff--products, services, entertainment--and those who purchase it. They demonstrate that to survive in business, a revolutionary approach is needed one they have branded ""Punk Marketing""--and it's one we all need to understand, for the traditional divisions among commerce, content, and consumers are continuing to blur ever more rapidly. Never dull, sometime controversial, but always a lot of fun, Punk Marketing presents a manifesto for any businessperson needing to engage consumers--or any consumer seeking to understand and employ their newfound power.

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