



Free Gift Inside!:: Forget the Customer. Develop Marketease

Stephen Brown

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Free Gift Inside! offers an alternative solution to the difficulty of selling to an already sated and sophisticated consumer.

* Based on the article "Torment Your Customers (They'll Love It" which Harvard Business Review chose as one of 2002's Six Breakthrough Ideas

* A new concept that turns marketing on its head and offers a more effective answer to customer relationship management and permission marketing

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