



# **Summary : The End of Marketing as We Know It - Sergio Zyman: The Key to Marketing Your Way to the Top**

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**Complete summary of Sergio Zyman's book: "The End of Marketing as We Know It".**

This summary of the ideas from Sergio Zyman's book "The End of Marketing as We Know It" reveals the authors central tenet behind his work at Coca Cola: marketing is an act of magic that people have taken an oath to protect. According to Zyman, today's consumers have a bewildering array of choices so companies can no longer just sell a product, they have to give people a reason to buy. In this summary, Zyman takes you through his marketing strategies and demonstrates that it is possible to not only position your product, but to re-position that of your competitor. By following his advice, you will learn how to use your marketing strategies to become a part of your customer's world and focus on your central message.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "The End of Marketing as We Know It" and learn the secrets behind the art of marketing from Coca Cola's marketing man.**

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