



Fusion: A Modern How-To Guide for Integrated Marketing Strategy (from Creative Spark to Synergistic Explosion) (Paperback)

By Dr James a Mourey

James A. Mourey, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The brain is a curious thing.If you are right-brained you see the world through a creative lens: you appreciate art, you are a lover of music, you are a designer. You are fun to have at a party. If you are left-brained, you see the world through a logical lens: you are a thinker, an organizer, an analyst who prefers data and numbers over pretty pictures and bright, shiny objects.you may not be the life of the party, but you sure are good at planning them. There s just one problem with this: that s not how the brain actually works. In spite of this inaccuracy, the right/left-brained myth survives and continues to shape entire disciplines. In fact, since its inception, marketing has largely been divided between creatives and corporates, agencies and account managers, the sensationally stylish and the stodgy suits. The result? Beautiful advertisements (.that serve no business purpose) or functional marketing campaigns (.that are dry, unoriginal, and uninspired). But what if we lived in a world where marketing was treated as equal parts art and science? In Fusion, James...



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