



# Does My Marketing Work?: Unlocking the Answer by Using What You Know

*Robert Thompson*

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**Does My Marketing Work?: Unlocking the Answer by Using What You Know** Robert Thompson

Does your marketing work?

This is a question asked by businesses and marketers around the globe, and with good reason. Billions of dollars are spent every year in marketing efforts, and unfortunately, there is not always a clear picture of the efficacy of those efforts.

In his book *Does My Marketing Work?*, author Robert Thompson attempts to answer this question by using examples as experiences you are already familiar with. Instead of a "how to" approach, however, Mr. Thompson encourages personal idea generation for your unique situation.

*Does My Marketing Work* is quickly becoming a must-read for business people of any skill or experience level. Whether you are looking for help as a beginner or are a veteran looking for new ideas, this book will add value to your literary collection.

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