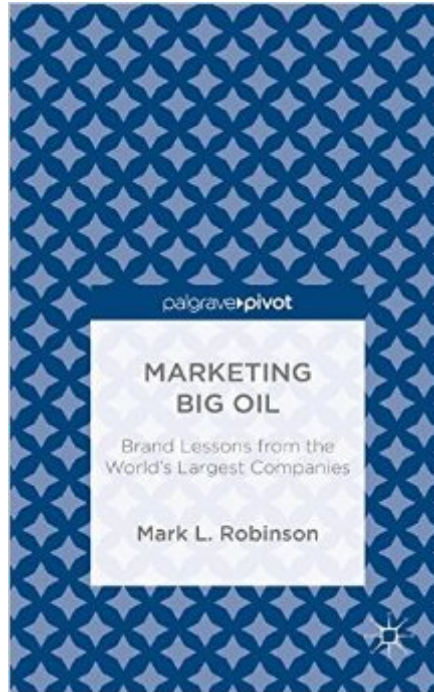


The book was found

Marketing Big Oil: Brand Lessons From The World's Largest Companies



Synopsis

Marketing Big Oil begins with an historical perspective looking at how Big Oil came to be and then analyzes the marketing and corporate branding programs of these oil titans to demonstrate what does and doesn't work, showing us how even the largest companies sometimes fail to get their message across.

Book Information

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Customer Reviews

The book focuses on marketing successes and failures (mostly failures) by Big Oil, and puts that in focus with a very readable and interesting history of Big Oil. Throughout the book, he notes where Big Oil has used both competitive intelligence and industrial espionage to advance its operations. The book is very well researched, but also a great read, and a valuable tool not only for those in marketing, but also for those in crisis management, CI, and strategy. Get it. full review at <http://diy-ci.com/2014/09/02/big-oil/>

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