

## Everything You Know About Marketing Is Wrong!

How to Immediately Generate More Leads, Attract More Clients and Make More Money

by John North

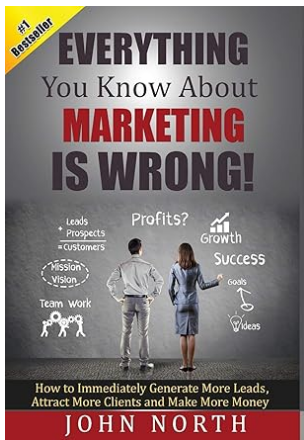


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Non-Fiction - Business/Finance

220 Pages

Reviewed on 05/16/2015



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### Book Review

**Reviewed by Roy T. James for Readers' Favorite**

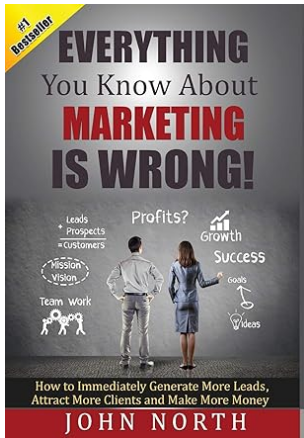
Everything You Know About Marketing is Wrong by John North is written to reveal the strategies one can immediately deploy that will enable one to out-think, out-market, and out-sell competition. The author puts a lot of importance on the need for changing the way you do all of your marketing and advertising, yet it's simple and easy to understand. The book begins by identifying the two main components to any marketing plan: strategic marketing and tactical marketing, and examines how the internet has affected the scenario. The author explains how the most skillful marketing will fail to achieve success, notwithstanding the use of the best of tactics, if it is devoid of a good strategy. The book explores to what extent and how social media and other marketing friendly areas of the web, like Google Adwords, Pay Per Click advertising or Search Engine Optimization, can be tapped.

Everything You Know About Marketing is Wrong by John North is, in fact, more than a book; it can be considered also as a compendium of helpful hints and specific steps for applying the techniques with which the book is replete. Every suggestion or recommended step of marketing is followed with a good collection of bulleted lists, numbered reminders, and other aids enabling immediate implementation. A few among those could also be made into attractive display boards and placed prominently in the workplace for better operation and monitoring. The book ends with a final warning: 'Start small, learn from your mistakes and roll out your big idea when you're ready.'

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### Author Biography



1 Best Selling Author, John North is a versatile and well-rounded entrepreneur with a solid background in Accounting, Banking, Finance, Personal Development IT, Marketing and Business Management.

John currently holds a number of titles, including CEO of Evolve Systems Group, Associate Diploma in Business (Accounting) and Fellow of the Institute of Public Accountants.

John's passion is to help business owners become more strategic and smarter about their marketing efforts. He constantly pushes the envelope of what's possible in this modern era and is widely regarded among his peers as very innovative and highly creative in his approach.

John's new services include Evolve Instant Author to help new authors and business owners write their own books.

John has two #1 Best Selling Books about business strategy and internet marketing.