

Marketing Judo Live



In front of a live audience of business people, the authors of Marketing Judo inspire anybody who wants to build a brand or business but doesn't have the budgets for conventional marketing. That's the position the authors found themselves in when they bought the one Harry Ramsdens fish and chip restaurant in Yorkshire over ten years ago. They fell into a way of thinking, which they now call Marketing Judo. In judo, you leverage other people's strengths or assets to your own advantage. In judo, your mind matters more than your size. In judo, anyone can become a black belt if they move quickly, train hard enough and keep their balance when others don't. Marketing Judo offers a framework for developing strategies and plans for small companies to do exactly that. It is a collection of real stories and events, from both the authors' experiences and from other companies, from which the Marketing Judo principles evolved. Around the world, big companies have never been so vulnerable. It's always possible to find a competitive advantage, however big your opponent is, so join us on the Tatami or judo mat and learn how to use your brains rather than budgets, as we take you through the six principles of Marketing Judo. Also available as an Audio Cassette.

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