

LATERAL MARKETING

NEW TECHNIQUES FOR FINDING
BREAKTHROUGH IDEAS

Vertical marketing
Lateral Marketing

New Markets
New Markets

*Segmented
Markets*

Philip **KOTLER**
Fernando **TRIAS DE BES**

Lateral Marketing New Techniques For Finding Breakthrough Ideas

M Woodhall



Lateral Marketing New Techniques For Finding Breakthrough Ideas:

The Enigmatic Realm of **Lateral Marketing New Techniques For Finding Breakthrough Ideas**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **Lateral Marketing New Techniques For Finding Breakthrough Ideas** a literary masterpiece penned by a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those that partake in its reading experience.

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