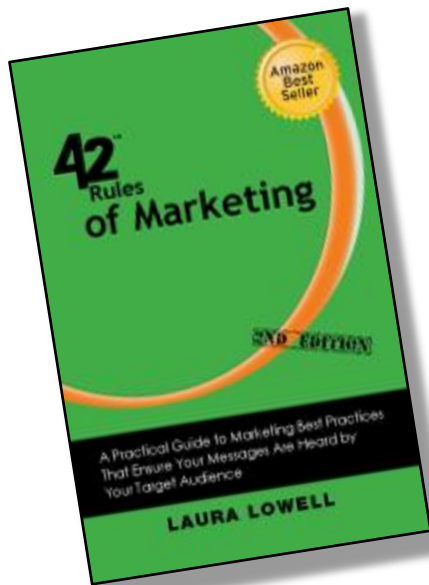


## A Practical Guide to Marketing Best Practices That Ensure Your Messages Are Heard by Your Target Audience



The '42 Rules of Marketing (2nd Edition)' is a compilation of ideas, theories, and practical approaches to marketing challenges the author has been collecting over the past 17 years. The idea was to create a series of helpful reminders; things that marketers know we should do, but don't always have the time or patience to do.



**Laura Lowell**

The concept of the 42 rules is that almost anything in life can be summarized into 42 distinct ideas that capture the essence of the topic.

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