

Buzzmarketing: Get People To Talk About Your Stuff

By Mark Hughes



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As VP of marketing at online retailer Half.com, Mark Hughes didn't have a huge budget for advertising. Yet he helped drive the number of Half.com users from zero to eight million in just three years. In this breakthrough book, Hughes offers a practical guide to the art of

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Hughes is the son of a Pulitzer Prize winning journalist, and Hughes' own book, Buzzmarketing: Get People to Talk About Your Stuff, is published in 15

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In Buzzmarketing: Get People to Talk about Your Stuff, Mark Hughes stressed the value of word-of-mouth marketing "Can you reach far more

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Mark hughes, the ceo of buzz marketing was former vp of marketing

Mark Hughes, the CEO of Buzz Marketing was former VP of Marketing best selling book "Buzzmarketing: Get People to Talk About Your Stuff.

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