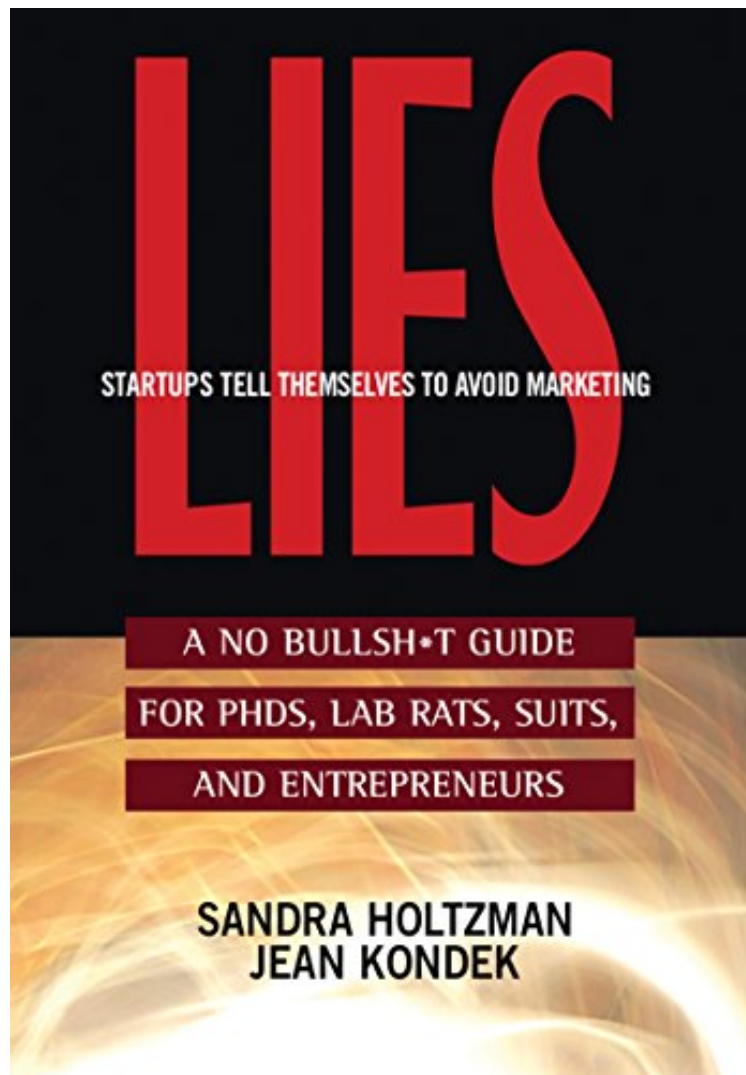


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## Lies Startups Tell Themselves to Avoid Marketing: A No Bullsh\*t Guide for PHDs, Lab Rats, Suits, and Entrepreneurs

*Sandra Holtzman, Jean Kondek*  
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So you think you know marketing. Think again. Lies Start-ups Tell Themselves to Avoid Marketing uses the tough love approach to steer you clear of the pitfalls and self-deceptions that have been the undoing of many when confronted with the harsh realities of today's marketplace. Sandra Holtzman and Jean Kondek employ their combined 40+ years' worth of marketing savvy to cut through all the usual malarkey-and, let's face it, bullsh@#\*-to give you a streamlined approach to successfully launching a product, service, or company. Better than a handbook, Lies Start-ups Tell Themselves provides 10 fast-track, step-by-step chapters for planning and implementing a successful marketing program that you can get started on TODAY. The writing is clear and concise, breaking down concepts into bite-sized, easy to grasp nuggets for today's busy audience. Moreover, each chapter is stand-alone and immediately actionable. It doesn't take a rocket scientist to understand the value of a well thought out marketing program. But carving your niche in the marketplace can be a daunting task. Lies Start-ups Tell Themselves to Avoid Marketing guides you through the pitfalls and challenges to a successful start-up or product launch.