



# Visibility Marketing

*David Avrin, Jeffrey Gitomer*

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The landscape is littered with the corpses of great products and strong companies that died because of crappy marketing.

Why do so many companies fail so miserably? Why do high-priced ad agencies and marketing firms keep spitting out stupid campaigns?

Too many in business have failed to recognize the shift that has happened right under their noses. It's not so much that people have changed; it's that the business landscape has changed—dramatically. For the first time in human history, we have no unmet needs. Every problem has a solution, and many companies now find themselves creating solutions that appear to be looking for a problem.

In his provocative and enlightening new book, *Visibility Marketing*, David Avrin shows what marketing approaches work, which don't, and why. You will learn how to uncover your true competitive advantages and a process to craft messages and tactics that achieve tangible results.

A remarkably accessible, relatable, thought-provoking reference book, *Visibility Marketing* speaks directly to business owners, entrepreneurs, marketing managers, and sales professionals.

With wisdom gleaned from hundreds of presentations and workshops and conversations with tens of thousands of company leaders, *Visibility Marketing* will forever change how businesses and professionals look at the competitive landscape and how they promote themselves.

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