



# A Genie's Wisdom: A Fable of How a CEO Learned to Be a Marketing Genius

*Jack Trout*

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## **A Genie's Wisdom: A Fable of How a CEO Learned to Be a Marketing Genius** Jack Trout

A compelling fable that distills the essence of genius marketing strategies

The "King of Positioning" Jack Trout presents the story of PJ Bigdome, a newly appointed CEO looking for a new way to successfully learn about marketing. Luckily, within his PC lurks a genie with vast experience in the particulars of marketing (having helped out with some of the biggest marketing successes ever). As Bigdome finds answers to his most important questions, the reader learns the secrets of successful marketing, such as: the essence of marketing; how much stock to put into research; how to evaluate advertising; how to allocate budgets; and much more. A Genie's Wisdom allows Trout, a famed business visionary, to distill his years of management and marketing experience into an entertaining and educational yarn that reveals today's essential practices.

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