

# **Creating Buzz: Generating Excitement About New Products And Services: ExecBlueprint [Unabridged] [Audible Audio Edition] By Jim Adams;Tracey Stout;Ted A. Taub**

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**create a buzz: grassroots viral marketing for** - So how do regular people interested in creating a buzz for their products and services go about making something go viral? Generating Interest and Excitement .

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**aspects of marketing - how to use marketing major** - Publicists generate excitement for the clients and products by creating buzz through press Retail marketing is another fun career that includes determining what

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