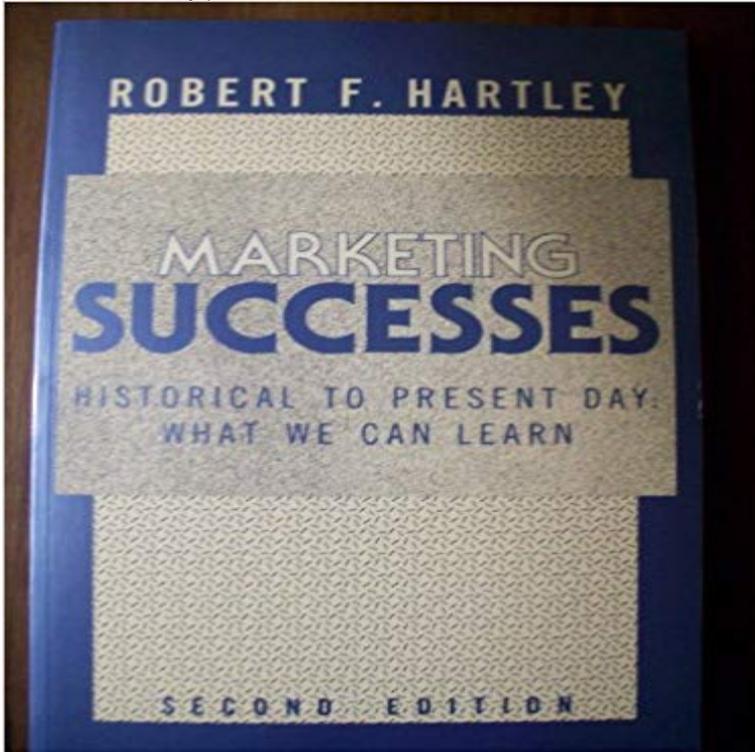


Marketing Successes: Historical to Present Day: What We Can Learn



This companion to Hartley's classic book, *Marketing Mistakes*, chronicles marketing success stories of selected American businesses in this century. In a lively case-study format, this Second Edition spotlights the evolution of marketing techniques and strategies in 19 different companies and industries. It features historical accounts of how successful businesses become major forces in their industries, covering not only the evolution of marketing techniques throughout the century, but also how companies deal with crisis situations and public relations.

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