

Another marketing book, but different
and for all public.

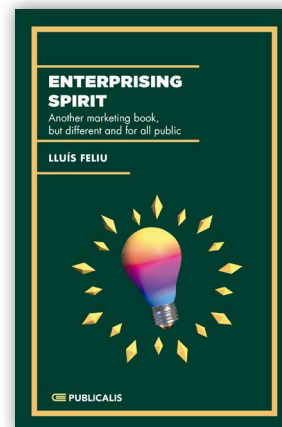
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“Marketing is a way of perceiving the world and its opportunities, of projecting personal values of bonhomie, generosity and responsibility, of distributing happiness in many ways (through tangible or intangible), of surprising, of building loyalty (the desired engagement), of adapting to the moment, of looking for opportunities, of linking ideas, of being limbic or reptilian, or of squeezing the cortex. Marketing is a way of life. And in this book, brave and sincere, you will find experiences and examples of doing it with enthusiasm and a positive sense”, as mentioned in the prologue of this work.

Lluís Feliu draws a foundation of marketing within everyone’s reach with the aim of learning to apply communication and marketing techniques in the real world, in any situation, whether professional or personal. This landing is done through projects that he has experienced first-hand, with the application of marketing strategies, sometimes innately, others in a premeditated way, which he has learned from his experience as director of a marketing agency and as a professor of the subject.

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Author



Lluís Feliu holds a PhD in Marketing and Business Communication from Abat Oliba CEU University, a degree in Journalism from Ramon Llull University (Blanquerna Faculty of Communication), an Executive Master’s Degree in Business Communication from EADA Business School and training in digital marketing strategy, processes and return on investment from IESE Business School.

In addition, he is a university professor, entrepreneur and founder of the communication and marketing agency edeon.net. As a business communication and marketing consultant, he has helped associations, political parties and small and medium-sized enterprises throughout Catalonia. Lluís is passionate about athletics, communication, content marketing and entrepreneurship, passions that he tries to live with intensity.