



# Buzzmarketing: Get People to Talk About Your Stuff

*Mark Hughes*

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**"There's fake corporate marketing and then there's real marketing. This is the *real* stuff for *real* people." -Ben Cohen, co-founder of Ben & Jerry's Ice Cream**

These days consumers are paying less and less attention to advertising. A majority already zap commercials, and new technology keeps making it easier to tune out marketing messages.

Mark Hughes has written a breakthrough guide to the art of successful buzzmarketing which many people talk about but few truly understand. He draws on his own real-world experience as an executive and consultant, as well as untold stories of some of the great buzz generators of our time, including American Idol, tie-dye shirts, and the birth of Lite beer.

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