

10X COMMANDMENTS OF MARKETING

1. Money follows attention.
2. Best known ALWAYS beats best.
3. Assume nobody sees it.
4. Attention is the most valuable currency.
5. Repeat successful actions.
6. Speed is senior to quality.
7. Marketing is senior to sales.
8. Frequency comes before greatness.
9. No one thing can blow a deal.
10. Be omnipresent.

