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Killing Marketing, by Joe Pulizzi and Robert Rose, offers an in-depth look into the ever-changing marketing scene in society today. The book's main objective is to direct its readers into the realm of content-based marketing and get away from dated campaign-based marketing approaches that have often been considered the norm.

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Some of them have even taken it to the next step and developed a marketing function that actually pays for itself. Killing Marketing explores how these companies are ending marketing as we know it - in favor of this new, exciting model. Killing Marketing provides the insight, approaches, and examples you need to understand these disruptive forces in ways that turn your marketing from cost center to revenue creator.

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