

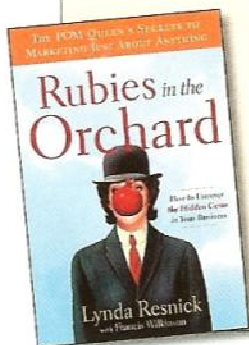
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FOCUS ON
MARKETING

MARCH/APRIL 2009

KPMG's

Lynda Resnick is a born marketer whose 40 years in the business haven't jaded her in the slightest. "Ultimately, marketing is all about listening," she writes in *Rubies in the Orchard*, her funny, smart, and very personal account of the businesses she has run and the campaigns she has managed. "If you don't listen and don't care, you'll never be a good marketer. You want to be the equivalent of a best friend." She offers detailed looks into her experiences—some back-breaking, some heart-warming—with Teleflora, the Franklin Mint, and the Pom Wonderful brand of pomegranate juice. She scoffs at the notion that businesspeople need to think outside the box. "The answers are not outside the box—they're inside. They're inherent in whatever task you've undertaken, whatever product you want to market." Marketing pros, entrepreneurs, and other readers will find her frank insights refreshing and her hard-won lessons worth remembering. (Doubleday, \$24.95) **Z**



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