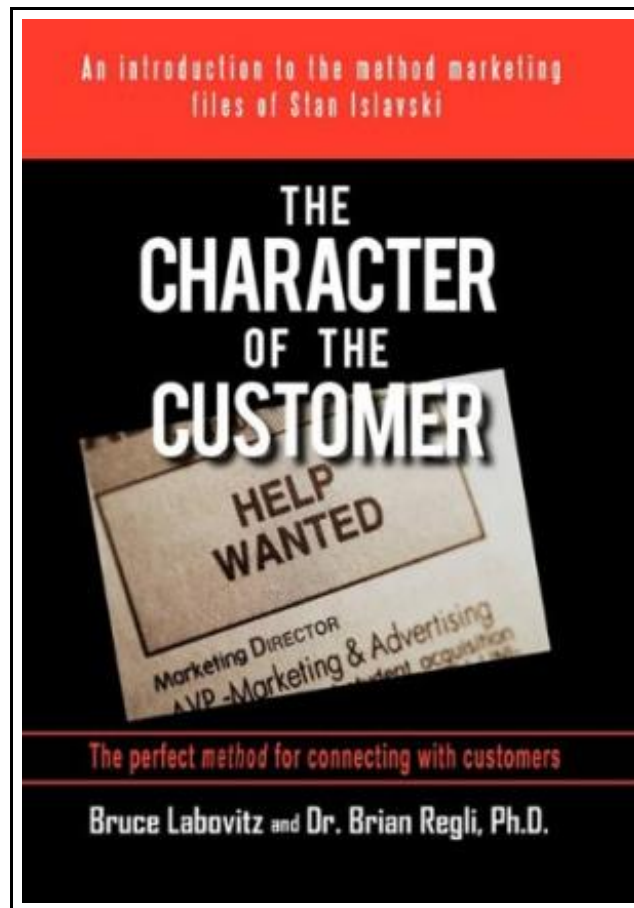


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THE CHARACTER OF THE CUSTOMER: A STORY FROM THE METHOD MARKETING FILES OF STAN ISLAVSKI

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iUniverse, United States, 2010. Paperback. Book Condition: New. 231 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.A typo in a help wanted ad results in Constantin Stanislavski being cast in the role of Marketing Director for a company in transition. Stanislavski, through the contrived alter-ego of Stan Islavski, is tasked by the company's CEO with using the techniques of his Method to turn around the marketing department and reconnect the company its products and its services with its customers and markets. The one condition of his assignment, however, is that he cannot reveal his true identity until after his team's new marketing plan is presented to the company's senior management and board just three months later. Using the principles of his Method Acting technique, Stan sets out to help the company and its cast of characters to find their corporate self and connect it to the actions of the marketplace. Along the way, the managers he is training learn to cope with his digressions, stories and analogies all the while unwittingly learning to apply concepts such as observation, emotion memory and even a little magic to their daily work. In the end, the lesson taught through this creative, humorous and engaging story is that there is a method which can be used as a guide to teach marketing and business professionals the intangible skill of connecting the corporate self with the Character of the Customer.



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