



# Reverse Psychology Marketing: The Death of Traditional Marketing and the Rise of the New "Pull" Game

*I. Sinha, T. Foscht*

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## **Reverse Psychology Marketing: The Death of Traditional Marketing and the Rise of the New "Pull" Game** I. Sinha, T. Foscht

Supplementing ideas and insights with numerous engaging and topical anecdotes, this book explores the radical and distinctive concept and approach of Reverse Psychology Marketing. It will show you how to understand and connect with current changes and evolving trends occurring in the field of marketing.

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