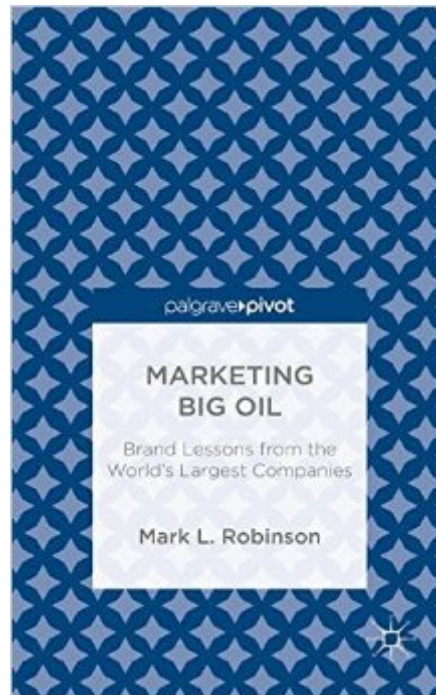


The book was found

# Marketing Big Oil: Brand Lessons From The World's Largest Companies



## Synopsis

Marketing Big Oil begins with an historical perspective looking at how Big Oil came to be and then analyzes the marketing and corporate branding programs of these oil titans to demonstrate what does and doesn't work, showing us how even the largest companies sometimes fail to get their message across.

## Book Information

Hardcover: 153 pages

Publisher: Palgrave Pivot; 2014 edition (July 22, 2014)

Language: English

ISBN-10: 1137389168

ISBN-13: 978-1137389169

Product Dimensions: 5.5 x 0.5 x 8.5 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ Â See all reviewsÂ (1 customer review)

Best Sellers Rank: #2,007,216 in Books (See Top 100 in Books) #195 inÂ Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Economics  
#564 inÂ Books > Engineering & Transportation > Engineering > Energy Production & Extraction > Fossil Fuels > Petroleum #731 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel

## Customer Reviews

The book focuses on marketing successes and failures (mostly failures) by Big Oil, and puts that in focus with a very readable and interesting history of Big Oil. Throughout the book, he notes where Big Oil has used both competitive intelligence and industrial espionage to advance its operations. The book is very well researched, but also a great read, and a valuable tool not only for those in marketing, but also for those in crisis management, CI, and strategy. Get it. full review at <http://diy-ci.com/2014/09/02/big-oil/>

[Download to continue reading...](#)

Marketing Big Oil: Brand Lessons from the World's Largest Companies Cooking With Coconut Oil Vol. 1 - 50 Coconut Oil Recipes Promoting Health, Wellness, & Beauty - Coconut Oil Cookbook - Coconut Oil Uses - Coconut Oil (Coconut Oil Diet And Recipes) Instagram: Master Instagram Marketing - How to Build A Brand, Get Followers And Use Instagram For Business! (Social Media

Marketing, Instagram Marketing, Instagram Tips) Essential Oils: 50 Essential Oil Dog & Cat Recipes From My Essential Oil Private Collection: Proven Essential Oil Recipes That Work! (Essential Oil Pet Private Collection Book 1) Diffuser Recipes: Essential Oil Diffuser Recipes For Weight Loss, Better Sleep & Fat Loss (Aromatherapy, Essential Oils, Detox, Cleanse, Healthy Living, ... Lavender Oil, Coconut Oil, Tea Tree Oil) Youtube: Online Marketing. How To Make Money On Youtube For Beginners And Increase Your Audience.: (youtube, youtube video marketing, how to make ... money, youtube marketing, ebay) (Volume 1) Web 4.0 Marketing: The Black Book of Powerful Online Marketing Strategies & Tactics: Online Marketing Series, Book 2 Instagram: Master Instagram Marketing - Instagram Advertising, Small Business & Branding (Social Media, Social Media Marketing, Instagram, Branding, Small Business, Facebook, Instagram Marketing) Como Crear Un Plan De Marketing Eficaz: Guía para novatos y expertos para crear un estrategia de marketing efectiva (Internet Marketing nº 2) (Spanish Edition) Coconut Oil and Apple Cider Vinegar: 28 Mind Blowing Uses for Coconut Oil and Apple Cider Vinegar (The Apple Cider Vinegar and Coconut Oil Bible - Amazing Benefits, Many Uses, and Natural Cures) Olive Oil: (Free Gift eBook Inside!) How it Heals and Mends the Body, Beauty and Health Tips of Olive Oil (55 Beneficial Tips on How Olive Oil can Help You Today) Bravo! Best of Bridge Cookbook: Brand-New Volume, Brand-New Recipes (The Best of Bridge) Fan Fare! Best of Bridge Cookbook: Brand-New Volume, Brand-New Recipes (The Best of Bridge) Social Media Free Tools: 2016 Edition - Social Media Marketing Tools to Turbocharge Your Brand for Free on Facebook, LinkedIn, Twitter, YouTube & Every Other Network Known to Man Legally Branded (Brand law - Logos, Trade Marks, Designs, Copyright & Intellectual Property, Internet Law & Social Media Marketing) Renegade Lawyer Marketing: How Today's Solo and Small-Firm Lawyers Survive and Thrive in a World of Marketing Vultures, 800-Pound Gorillas, and LegalZoom ESPN The Company: The Story and Lessons Behind the Most Fanatical Brand in Sports 27 Best Free Internet Marketing Tools And Resources for Cheapskates (Online Business Ideas & Internet Marketing Tips fo Book 1) Youtube Marketing Buddy, The beginners guide to youtube advertising, Use video marketing for your business Instagram Marketing Made (Stupidly) Easy ("Social Media Marketing Made Stupidly Easy" Book 5)

[Dmca](#)