

Marketing The Moon: The Selling Of The Apollo Lunar Program By David Meerman Scott;Richard Jurek

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The Men Who Sold the Moon **MARKETING THE MOON: The Selling of the Apollo Lunar Program.** David Meerman Scott and Richard Jurek. xiv + 130 pp. MIT Press, 2014. \$39.95.

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Marketing the Moon The Selling of the Apollo Lunar Program by David Meerman Scott & Richard Jurek; MIT Press, Cambridge, Mass.; \$39.95 (hard cover); Feb. 2014.

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Feb 10, 2014 I wrote Marketing the Moon with Richard Jurek, president of Inland Marketing & Communications. Like me, Rich is a lifelong space enthusiast and a collector

The book marketing the moon

THE SELLING of the APOLLO LUNAR PROGRAM | David Meerman Scott + Richard Jurek

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Jul 31, 2014 by David Meerman Scott and Richard Jurek Meerman Scott and Richard Jurek in "Marketing Moon: The Selling of the Apollo Lunar Program

David meerman scott - wikipedia, the free

David Meerman Scott (born March 25, 1961) is an American online marketing strategist, and author of several books on marketing, most notably The New Rules of

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Marketing the Moon: The Selling of the Apollo Lunar Program. the book documents the unique partnership NASA and private industry enjoyed in the Apollo program,

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