

# Marketing Genius By Peter Fisk

**By Peter Fisk**

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Peter Fisk is a business innovator, strategist and marketer, having spent many years working with the likes of American Express and Coca Cola, Microsoft and Virgin.  
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Jan 19, 2009 Peter Fisk is a bestselling author and inspirational speaker (see [www.theGeniusWorks.com](http://www.theGeniusWorks.com)). His books include Marketing Genius, Customer Genius and Business  
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Peter Fisk. Peter Fisk is a bestselling author, inspirational keynote speaker and expert consultant in helping leaders to develop innovative strategies for business

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