

The Regis Touch: New Marketing Strategies For Uncertain Times By Regis Mckenna

By Regis Mckenna

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Regis McKenna, considered the marketing guru of Silicon Valley, is a well-known technology marketing consultant, advisor to entrepreneurs, venture capitalist and author.

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Regis McKenna is the founder and chairman of Regis McKenna, Inc., an international marketing consulting firm headquartered in Palo Alto, California, He is also a

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