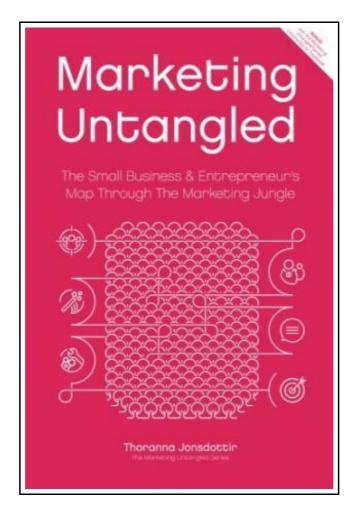
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Reviews

Complete guide! Its such a excellent read through. It is full of wisdom and knowledge I am very happy to inform you that here is the very best pdf i have got study inside my very own daily life and might be he very best pdf for possibly.

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MARKETING UNTANGLED: THE SMALL BUSINESS ENTREPRENEUR S MAP THROUGH THE MARKETING JUNGLE (PAPERBACK)



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Silver Street Publishing, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Do you feel lost when it comes to marketing your startup or small business, not knowing where to begin or what to do? Marketing Untangled is the first in a series of books written to untangle the subject of marketing for small business and entrepreneurs. Having worked with hundreds of businesses, Thoranna offers a clear path through the marketing jungle consisting of five main elements which provide the key to a powerful marketing program for businesses of all sizes and industries. Based on practical experience yet firmly grounded in academic research, Thoranna manages to explain things in a practical, jargon-free way that enables you to put the principles to use in your business straight away and achieve results. In this book you will learn: - Why trying to sell to everyone is not a good idea and how to find the ideal target groups to focus on, to save time, effort and money - Why you really need to know your competition so you can help people choose you over them - How building a strong brand can supercharge your business, and why it s not just for the big boys with huge budgets! - The four things that determine which marketing communication methods will be most effective for your business - What the ingredients of an effective marketing system are so you can start getting this whole marketing thing done! BONUS! Join the Marketing Untangled Series community on Facebook where Thoranna answers your marketing questions! About the Author: Thoranna K. Jonsdottir holds an MBA with Distinction from the University of Westminster in London. Thoranna s many years of marketing and branding experience with global advertising, IT and finance industries led her...

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