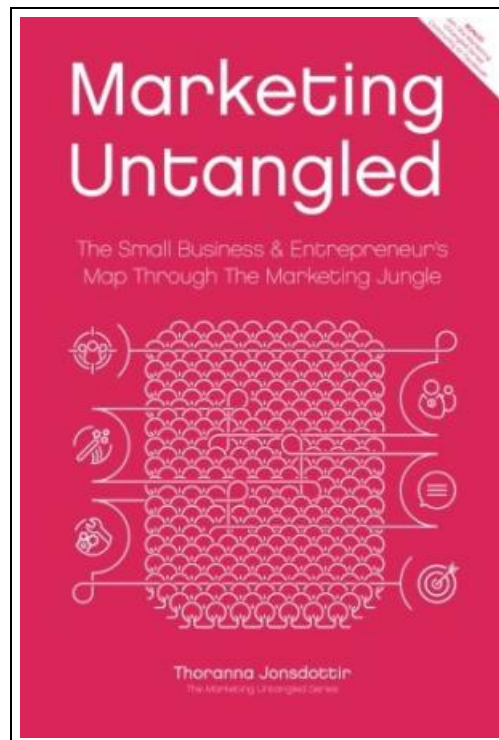


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Complete manual! Its such a great study. It really is written in straightforward phrases rather than hard to understand. You are going to like the way the article writer create this publication.
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Silver 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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