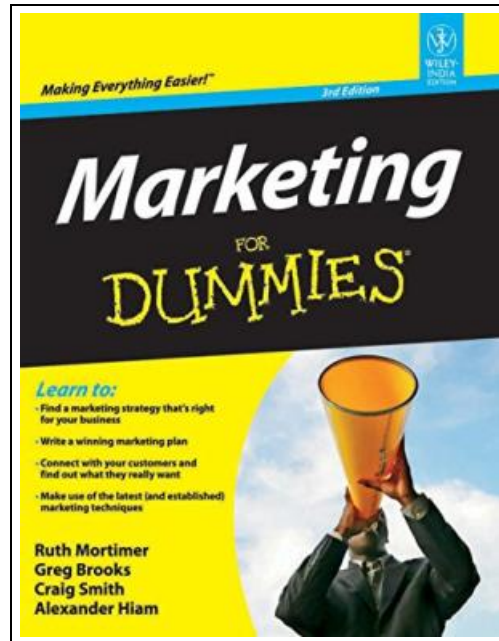


Marketing for Dummies (Third Edition)



Filesize: 8.25 MB

Reviews

Very helpful to all of class of folks. This is certainly for all who statte there had not been a worthy of studying. Once you begin to read the book, it is extremely difficult to leave it before concluding.
(Jayda Lehner Jr.)

MARKETING FOR DUMMIES (THIRD EDITION)



Wiley India Pvt. Ltd, 2013. Softcover. Condition: New. 5th or later edition. Smart marketing techniques to get your business noticed. Plan a successful marketing campaign and move your business forward with this fully updated edition of an established bestseller. Packed with practical advice from a team of industry experts, this readable guide features all the latest tools and techniques to help you connect with new customers and retain existing ones. From choosing the right strategy and preparing a marketing plan, to igniting your imagination and producing compelling advertising, you`ll be creating a buzz and increasing profits in no time. Introduction Part I: Where You Are, Where You`re Going Chapter 1: Making the Most of Your Marketing Chapter 2: Clarifying Your Marketing Strategy Chapter 3: Writing a Marketing Plan Part II: Creative Thinking, Powerful Marketing Chapter 4: Researching Your Customers, Competitors and Industry Chapter 5: Harnessing Creativity in Your Business Chapter 6: Making Your Marketing Communications More Powerful Part III: Advertising Everyone can Do Chapter 7: Brochures, Press Ads and Print Chapter 8: Signs, Posters and More Chapter 9: TV and Radio Ads (Or Your Own Show!) Part IV: Powerful Alternatives to Advertising Chapter 10: Digital Marketing Chapter 11: Using Search Engines Chapter 12: Tapping into Networking Sites Chapter 13: Embracing Mobile Marketing Chapter 14: Direct Marketing and Telemarketing Chapter 15: Public Relations and Word of Mouth Chapter 16: Face-to-Face Marketing Part V: Connecting With Your Customers Chapter 17: Branding, Managing and Packaging a Product Chapter 18: Using Price and Promotions Chapter 19: Distribution, Retail and Point of Purchase Chapter 20: Sales and Service Essentials Part VI: The Part of Tens Chapter 21: Ten Common Marketing Mistakes to Avoid Chapter 22: Ten (Or So) Ways to Save Money in Marketing Chapter 23: Ten (Or So) Ideas for Lower-Cost Advertising Index Printed Pages...



[Read Marketing for Dummies \(Third Edition\) Online](#)



[Download PDF Marketing for Dummies \(Third Edition\)](#)

You May Also Like



Trini Bee: You re Never to Small to Do Great Things

Createspace Independent Publishing Platform, United States, 2013. Paperback. Book Condition: New. 216 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Book: Trini Bee An Early Learning - Beginner...

[Save Document »](#)



Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: (Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)

Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Getting Your FREE Bonus Download this book, read it to the end and...

[Save Document »](#)



Get Your Body Back After Baby

Triumph Books, 2009. Paperback. Book Condition: New. BRAND NEW, Perfect Shape, No Black Remainder Mark, Fast Shipping With Online Tracking, International Orders shipped Global Priority Air Mail, All orders handled with care and shipped promptly in...

[Save Document »](#)



Rick Brick and the Quest to Save Brickport : An Unofficial LEGO Novel

Paperback. Book Condition: New. Not Signed; Description: Rick Brick is an architect who remembers the days when Brickport was gleaming and prosperous. Today, the city crumbles under corruption, poverty, and crime, but a powerful young...

[Save Document »](#)



Humor Unicorns Unicorns Are Just Really Big Jerks Volume 1

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 54 pages. Dimensions: 9.0in. x 6.0in. x 0.1in. Introductory Prize of 0.99 is only available for a very short time....

[Save Document »](#)