DUCT TAPE MARKETING BOOK



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Book Review Duct Tape Marketing by John Jantsch

Overview of Duct Tape Marketing. The book is a down-to-earth guide for creating a marketing plan starting with identifying your target audience, to creating your brand, to advertising, delivering a unique customer experience, and beyond. The book is targeted more toward the brick-and-mortar businesses (or online businesses with a local focus),

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Duct Tape Marketing Summary Four Minute Books

Duct Tape Marketing is one of those books where you know the title before knowing it s a book. I d heard the phrase before and it stuck (I guess the title does its job). After having talked briefly via email with John Jantsch s daughter about their podcast, I added the book summary to my library.

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Duct Tape Marketing The World's Most Practical Small

Duct Tape Marketing is a refreshing approach to marketing for small businesses. It says its practical and it's not kidding. Jantsch understands that for many businesses, expensive ad campaigns are out of the question or just don't work. The book focuses on easy to implement strategies and provides sound marketing advice. http://ebookslibrary.club/download/Duct-Tape-Marketing--The-World's-Most-Practical-Small--.pdf

Duct Tape Marketing The World's Most book by John Jantsch

The Duct Tape Marketing book covers pretty much everything you need to know about marketing for small businesses. And make no mistake, while the concepts might be the same, the practicalities of marketing in a small business vs a large one are very different.

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