



What You Need To Know About Marketing

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Summary : Free what you need to know about marketing pdf download - marketing is shrouded in arcane mystery and buzzwords it frightens many and bewilders others yet every business from the hand-car-wash by the side of the road to the world's most famous brands engage in marketing every single day this is an essential reliable speedy and up to date guide to the most robust and important concepts in marketing this book shows you how to understand and do marketing without having to study a degree or a diploma in it along the way it shows you what has been learned about marketing over the centuries what experts can teach us that we can use ourselves how marketing has changed in our new digital world and how to avoid classic mistakes in short this is all you need to know about marketing
introduction - marketing the world's second oldest business activity chapter 1 - the product chapter 2 - the marketing strategy and the marketing plan chapter 3 - your customers chapter 4 - pricing and promotion chapter 5 - placement or distribution chapter 6 - customer engagement chapter 7 - branding chapter 8 - social media and digital marketing

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