

Marketing In Less Than 1000 Words

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Forfatter : Bear Burns

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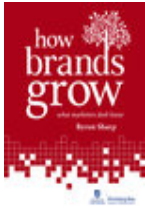
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This book provides evidence-based answers to the key questions asked by marketers every day. Tackling issues such as how brands grow, how advertising really works, what price promotions really do, how consumers behave and how loyalty programs really affect loyalty. How Brands Grow presents decades of research in a style that is written for marketing...

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[PDF | ePub | MOBI] **The Website Design Playbook: Why Your Website Is A Sales Machine And 6 Strategies To Improve It** Forfatter Bear Burns



This book gets you thinking at heart about what a website is supposed to do (turn visitors into customers) and how exactly it does it. Websites are more than simply pretty brochures. It's far better to think of them as "sales machines". And of course, you want your sales machine to work well. This book talks about that!

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[PDF | ePub | MOBI] **Jab, Jab, Jab, Right Hook** Forfatter Gary Vaynerchuk



New York Times bestselling author and social media expert Gary Vaynerchuk shares hard-won advice on how to connect with customers and beat the competition. A mash-up of the best elements of Crush It! and The Thank You Economy with a fresh spin, Jab, Jab, Jab, Right Hook is a blueprint to social media marketing strategies that really works. When...

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[PDF | ePub | MOBI] **Brandwashed Forfatter Martin Lindstrom & Morgan Spurlock**



From the bestselling author of Buyology comes a shocking insider's look at how today's global giants conspire to obscure the truth and manipulate our minds, all in service of persuading us to buy. Marketing visionary Martin Lindstrom has been on the front lines of the branding wars for over twenty years. Here, he turns the spotlight on...

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[PDF | ePub | MOBI] **Magteliten Forfatter Anton Grau Larsen**



Der findes en magtelite i Danmark. Denne bog fortæller, hvem den består af, og hvem det dermed er, der styrer Danmark. De 423 mest magtfulde danskere træffer de tungeste beslutninger i politik, erhvervsliv, fagforeninger og kulturliv. Til sammen danner de et lukket netværk i toppen af det danske samfund. Sociologerne Christoph Houman Ellersgaard og...

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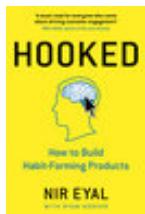
How To Become A 30 Second Business Networking SuperStar reveals simple, easy-to-use strategies that will supercharge your elevator speech and your business networking introductions so that prospects will be asking for your business card and wanting to know more about your products or services.

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[PDF | ePub | MOBI] **Hooked Forfatter Nir Eyal**



In Hooked , Nir Eyal reveals how successful companies create products people can't put down - and how you can too Winner of best Marketing book in 800-CEO-READ Business Book Awards 2014 Why do some products capture our attention while others flop? What makes us engage with certain things out of sheer habit? Is there an underlying pattern to how technologies...

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[PDF | ePub | MOBI] **Buyology Forfatter Martin Lindstrom**



Most anti-smoking campaigns inadvertently encourage people to smoke. The scent of melons helps sell electronic products. Subliminal advertising may have been banned, but it's being used all the time. Product placement in films rarely works. Many multi-million pound advertising campaigns are a complete waste of time. These are just a few of the findings...

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[PDF | ePub | MOBI] **Boost dit brand Forfatter Per-Ole Lind & Frank Toft-Nielsen**



Ingen kan komme udenom branding. Små og store virksomheder, politikere, erhvervsledere, jobsøgende - alle der ønsker at skille sig ud fra mængden og få en plads i nogens bevidsthed. Med denne håndbog får du mange nyttige råd og eksempler på hvordan succesfuld branding kan foregå, men også hvordan det kan slå fejl. Alt afhænger af situationen. ...

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[PDF | ePub | MOBI] **Mødebooking Forfatter Leon Birdi**



Salesbooster II "Mødebooking" giver dig en masse konkrete tips til at få flere kunder. Du lærer at booke møde pr. telefon og ved brug af sociale medier. Bogen er ganske kort - og indeholder også en podcast om mødebooking.

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[PDF | ePub | MOBI] **Small Data Forfatter Martin Lindstrom**



Martin Lindstrom, a modern-day Sherlock Holmes, harnesses the power of “small data” in his quest to discover the next big thing. Hired by the world's leading brands to find out what makes their customers tick, Martin Lindstrom spends 300 nights a year in strangers’ homes, carefully observing every detail in order to uncover their hidden desires, and,...

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[PDF | ePub | MOBI] **Building Strong Brands Forfatter David A. Aaker**



As industries turn increasingly hostile, it is clear that strong brand-building skills are needed to survive and prosper. In David Aaker's pathbreaking book, Managing Brand Equity, managers discovered the value of a brand as a strategic asset and a company's primary source of competitive advantage. Now, in this compelling new work, Aaker uses real brand-building...

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