



## **Fat-Free Marketing**

By Jeffrey Kontur

Lulu.com, United States, 2015. Paperback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book \*\*\*\*\*\* Print on Demand \*\*\*\*\*\*. The online currency of the 21st century is attention. The trick is getting it and keeping it. Reach your ideal customer and then hold his attention and engage him long enough not just to make a sale, but to start a relationship. Fat-Free Marketing is about a lean style of marketing; a style which has no waste. This book is an indispensable guide for marketing a small business. It covers an almost mind-boggling range of promotional ideas, yet remains a quick and easy read. It gives an overview of a wide range of marketing and self-promotion techniques. The book also tosses out literally HUNDREDS of ideas and examples for using those techniques. You re guaranteed to come away with some valuable new ideas.



#### Reviews

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