



# Shoestring Marketing

By Larry Mersereau

Griffin Publishing. Hardback. Book Condition: new. BRAND NEW, Shoestring Marketing, Larry Mersereau, This book is full of low-cost, and No-cost tips and techniques that will help you to sell more products or services. Whether you are an individual working from your kitchen table or a large company, there are basic marketing principles that must be applied if you are going to be successful. The author applies those key principles specifically to small businesses. From this book you will learn: Five marketing activities every business must engage in; How to find new prospects without spending a penny; How to stop wasting money on 'overflow' advertising; How to design advertising and promotions that get results; Four growth strategies for long-term success.



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