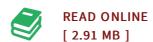




Marketing: The Essential Guide

By Antonia Chitty, Victoria Dawson

Need2Know. Paperback. Book Condition: new. BRAND NEW, Marketing: The Essential Guide, Antonia Chitty, Victoria Dawson, Marketing is critical to business success. Whether you are new to marketing or not, this book will help you understand marketing and apply it to your business. Packed with practical ideas, this book will help you find out how to create a great brand, how to establish your target audience, where to find them and how to communicate. Read it to help you determine your businesss unique selling points and understand how to plan your marketing. Learn basic sales strategies that tie in with marketing messages, and understand product funnels, evaluation, and developing promotional materials that get results. Whatever your marketing expertise this book will bring you up to date on how to use social media, how to market via email and the Internet. Read this book to discover how blogs fit into marketing, why Twitter is great news for business and how to turn a Facebook page into a vital tool for your business to reach new people.



Reviews

If you need to adding benefit, a must buy book. This really is for all who statte that there had not been a well worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Claud Bernhard

It is an remarkable pdf which i have ever go through. Of course, it can be play, nonetheless an interesting and amazing literature. I realized this pdf from my dad and i suggested this book to discover.

-- Dr. Gerda Bergnaum