

## A Month of Marketing Technology Tips



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***(Dr. Kayden Gerlach)***

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Createspace, United States, 2008. Paperback. Book Condition: New. 214 x 136 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Technology is a two-edged blade. The efficiencies gained through the novel use of high-tech also lower the costs of competition and make it easier for copy-cats to replicate original ideas and eliminate competitive advantages overnight. Being a pioneer in today s business environment often means being the first to suffer the slings and arrows of miscalculations as you struggle to determine what works, what doesn t work, and why. This second book in a series of twelve examines Marketing Technology. The goal is to help you understand some of the newest ways to leverage your marketing efforts and how to avoid the pitfalls that these new techniques can present.



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