



Great Marketing: Bullet Guide

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Book Condition: New. Publisher/Verlag: Hodder Education | The answers you need. Now. | Open this book and you will - Communicate creatively - Beat the competition - Create brilliant strategy - Really know your market | 1. What is marketing? 2. Marketing basics - the strategy 3. Knowledge is power - know your market and consumers 4. Why research matters - knowing your competitors 5. Getting started - setting the objectives 6. The marketing elements 7. The marketing plan 8. Defining key messages 9. Implementing the marketing plan 10. Measuring results and adapting to customers' needs | Format: Paperback | Language/Sprache: english | 90 gr | 159x142x11 mm | 128 pp.



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