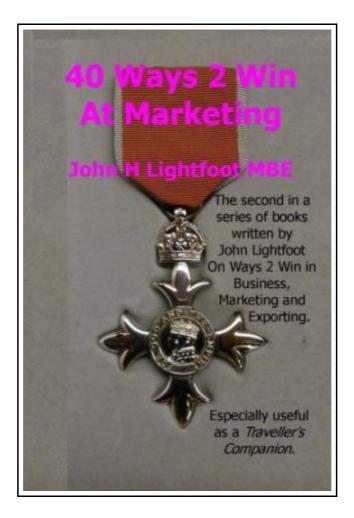
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Createspace, United States, 2013. Paperback. Book Condition: New. 222 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. A winning business owner/entrepreneur, will need to be familiar and adept at many marketing skills and will have to execute a whole host of winning strategies. Absolutely none of them require you to have the skills of a brain surgeon, as they are all just common sense. There is no mystique. All you need is the will to survive, the determination to win, the application to ensure everything that should happen does happen and the discipline to oversee the whole operation personally. The only other requirement is a tool to guide you. You will find within the pages of 40 Ways 2 Win At Marketing most, if not all of the strategic marketing advice necessary to get a new business up and running or to turn an existing business into a winner. Designed with only 102 easy-to-read pages, simple to understand and light on the pocket financially, this book can be read in a couple of hours or so and will make an ideal travelling companion for those who are aiming to improve their working lives and their lifestyle. Once it has been read and you are motivated to act, the relevant chapters that you need to refer to further, are well identified and easily located. Because the book has been written by someone who has a proven track record of running a winning enterprise for the last 20 years by using some very clever marketing strategies, created a world class Brand and won more than 20 business awards and who is recognised by UK Trade and Industry as an achiever, the book will also be useful as an aid for those students who are involved with Marketing...

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