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| 1. Record Nr.           | UNINA990000163420403321   |
| Autore                  | Daly, César <1811-1893>   |
| Titolo                  | 1. : tome 2. : Maisons a loyer. 56 tav. : ill.  |
| Pubbl/distr/stampa      | Paris : Chez A. Morel et C., 1864-  |
| Descrizione fisica      | v. ; 44 cm  |
| Disciplina              | 728.094 436 1   |
| Locazione               | FINBC   |
| Collocazione            | 13 AR 3 C 25  |
| Lingua di pubblicazione | Italiano  |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |
| 2. Record Nr.           | UNINA9910777951203321   |
| Autore                  | Everett Robert F  |
| Titolo                  | The entrepreneur's guide to marketing [[electronic resource] /] / Robert F. Everett                   |
| Pubbl/distr/stampa      | Westport, Conn. : , : Praeger Publishers, , 2008<br>New York : , : Bloomsbury Publishing (US), , 2024 |
| ISBN                    | 979-84-00-64658-4<br>1-282-42068-2<br>9786612420689<br>0-313-35049-3                                  |
| Descrizione fisica      | 1 online resource (198 p.)  |
| Collana                 | The entrepreneur's guide, , 1939-2478   |
| Disciplina              | 658.8   |
| Soggetti                | Marketing - Decision making<br>Marketing - Management<br>Sales management<br>Small business marketing |
| Lingua di pubblicazione | Inglese   |
| Formato                 | Materiale a stampa  |
| Livello bibliografico   | Monografia  |

**Note generali**

Description based upon print version of record.

**Nota di bibliografia**

Includes bibliographical references and index.

**Nota di contenuto**

Marketing demystified -- Marketing applied : a strategic overview of marketing -- What do I want? -- Your market and what it needs -- Your operational environment -- Assessing your own capabilities -- Identifying and evaluating your competitors -- Positioning your product or service -- Pricing your products and services -- Deciding on your marketing strategy -- Developing and delivering your message -- Getting your message out there -- Selling effectively and ethically -- Standing by your word -- Calling in the pros -- Conclusion.

**Sommario/riassunto**

Marketing often scares entrepreneurs. They've sweat buckets coming up with a valuable product or service, and now they have to sell it? Won't it sell itself? No. But, as marketing expert Bob Everett shows, marketing is just not that hard. At some level, entrepreneurs know that. They know what appeals to them and what leaves them cold. They know when a person or marketing claim is trustworthy, and they know when claims are exaggerated. Yet when it comes to marketing their own products and services to others, entrepreneurs often find it difficult to apply that same judgment and common sense. Eve