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	20 That dreaded budget cut Chapter 21 The creative accelerator Chapter 22 Market research in this real world Part 5 Marketing in small businesses or doing it for yourself Chapter 23 Watching people is what great marketing needs Chapter 24 Small-business marketing checklist Part 6 A summary of the marketing rules Chapter 25 The Marketing Commandments Index.
Sommario/riassunto	Brilliant Marketing gives you the skills, examples, attitudes and techniques that you will need to plan and carry out the most outstanding and alluring campaigns. It also contains specific advice for new start-ups and small businesses where brilliant marketing can catapult you to success.