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| Autore                  | Bly Robert W.   |
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| Descrizione fisica      | 1 online resource (415 p.)  |
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| Livello bibliografico   | Monografia  |
| Note generali           | Description based upon print version of record.   |
| Nota di bibliografia    | Includes bibliographical references and index.  |
| Nota di contenuto       | CONTENTS; ACKNOWLEDGMENTS; PREFACE; INTRODUCTION; CHAPTER 1: HARNESS THE POWER OF VISION; CHAPTER 2: DECIDE WHAT BUSINESS YOU'RE IN; CHAPTER 3: GET TO KNOW EVERYTHING ABOUT YOUR IDEAL CUSTOMER; CHAPTER 4: WHO IS THE COMPETITION?; CHAPTER 5: STRATEGIZE: POSITION YOUR BUSINESS; CHAPTER 6: BUILD OUT YOUR PRODUCT LINE; CHAPTER 7: ASSESS YOUR TACTICS; CHAPTER 8: INTEGRATE ONLINE AND OFFLINE MARKETING; CHAPTER 9: PUT YOUR MEASUREMENTS IN PLACE; CHAPTER 10: WRITE YOUR PLAN; CHAPTER 11: WORK IT! -- IMPLEMENTATION; CHAPTER 12: REVIEW AND TROUBLESHOOT YOUR PLAN; CHAPTER 13: CONTENT MARKETING CHAPTER 14: MOBILE MARKETINGCHAPTER 15: SOCIAL NETWORKING; APPENDIX A: FORMS AND WORKSHEETS; APPENDIX B: MODEL MARKETING PLAN; APPENDIX C: MARKETING CONSULTANTS; APPENDIX D: SOURCES AND RESOURCES; APPENDIX E: GLOSSARY; ABOUT THE AUTHOR; INDEX; START YOUR OWN BUSINESS, 6TH EDITION PREVIEW; ON YOUR MARK ...; PART 1: THINK; CHAPTER 1: INTRODUCTION; CHAPTER 2: TAKING THE PLUNGE; CONTENTS |
| Sommario/riassunto      | Deliver Big-Picture Marketing Plans for Pennies on the Dollar Successful marketing expert and copywriter Robert W. Bly cuts through the clutter of short-lived marketing techniques and trendy gimmicks to reveal the critical steps you need to cross over from business owner to marketplace competitor. Dishing bite-sized lessons, supported by in-   |

chapter exercises and end-of-chapter actions, Bly coaches you in creating an effective marketing plan that produces the results of an expensive marketing consultant without the hefty cost. Learn how to:  
Develop a clear business vision Position your business

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