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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

