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Titolo	Smart marketing : how to dramatically grow your revenue // Ahmed Al Akber
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2015
ISBN	1-63157-235-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiii, 145 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.8
Soggetti	Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references (pages 141-142) and index.
Nota di contenuto	1. Principle 1: a positive marketing mindset, managing what's in-between your ears -- 2. Principle 2: insight, understanding your customers -- 3. Principle 3: messaging, developing messages that stick -- 4. Principle 4: visibility, being useful to customers -- 5. Principle 5: planning -- 6. Principle 6 (part one): selling, like it or not, you are in sales -- 7. Principle 6 (part two): closing the sale -- 8. Principle 7: productivity, maximizing your marketing productivity -- 9. Conclusion -- References -- Index.
Sommario/riassunto	This book is designed to help organizations that already offer a great product or service to communicate its value to potential customers and sell significantly more than they do currently. You won't have a million dollar marketing budget or a team of professional marketers to help you get the word out. The truth is you don't need a big advertising budget to successfully market a product or service, and having a large team does not mean you necessarily have an advantage either. To be successful, all you need is to focus on the most important marketing and sales activities that generate the biggest impact for your business. This book will appeal to CEOs, business owners, and independent professionals. It will also be very useful for marketers and sales managers. It is a "how-to" guide to help readers cut through the hype and get straight to what really matters for this audience--growing their business and revenue. The ideas are brought to life in a framework called the Seven Principles of Smart Marketing that form the structure

of the whole book. Readers will find it easy to follow as it is a step-by-step process, packed with practical ideas that can be implemented instantly in any organization with little marketing or sales knowledge.
