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Nota di contenuto	Cover; Contents; Introduction; 1 The Purpose of a Business; 2 Four Approaches to Successful Marketing; 3 Three Key Questions in Marketing; 4 Market Research and Market Intelligence; 5 Customer-Focused Marketing; 6 Why People Buy; 7 Competitive Analysis; 8 Achieving Competitive Advantage; 9 The Marketing Mix; 10 Positioning Strategies; 11 Four Principles of Marketing Strategy; 12 Choosing the Battlefield; 13 Military Principles of Marketing Strategy; 14 Marketing Tactics of Diversion and Dissuasion; 15 Practice the "Firsttest with the Mostest" Strategy 16 Use the "Hit 'Em Where They Ain't" Strategy17 Dominate a Market Niche; 18 Creative Marketing Growth Strategies; 19 Utilize Other Ways to Sell; 20 The Bundle of Resources Concept; 21 Four Ways to Change Your Business; Summary and Conclusion; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; Q; R; S; T; U; W; Z; About the Author
Sommario/riassunto	The success or failure of your business depends on the success or failure of your marketing efforts. If you can identify what your customers want, need, and can afford--and then give it to them--you will achieve outstanding results. Filled with Brian Tracy's trademark wisdom, this indispensable guide shows you how to build your customer base; set yourself apart from the competition; determine the correct price point; use market research and focus groups; make the most of distribution channels; master the concepts of specialization, differentiation, segmentation, and concentration; fulfill a ba

