

# The Easy Step By Step Guide To Marketing - Rowson, Pauline

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All businesses have one thing in common they need customers. So how do you get customers? How do you get them to buy from you? How do you build a competitive edge for your business? And how do you develop new products and services to stay ahead of the competition? All these and more are the challenges for a business. This book will provide you with vital tips to help you win business and get your existing customers coming back for more. It will show you: How to win and keep customers How to understand your customers and their needs How to make your organisation more marketing orientated How to use some of the promotional tools to target your customers How to build a competitive edge for your organisation How to draw up a marketing plan for your business by following the steps in this guide. Author: Rowson, Pauline, Publisher: Rowmark Business Illustration: N Language: ENG Title: The Easy Step by Step Guide to Marketing Pages: 00000 (MicrosoftReader.lit) / 00000 (Encrypted PDF) On Sale: 2006-11-15 SKU-13/ISBN: 9780953298761 Category: Business & Economics : Marketing - Telemarketing Category: Business & Economics : Sales & Selling - General Category: Computers : Programming Languages - General

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