



I Think I Need Marketing: The Knowledge You Need to Build and Manage a Successful Marketing Program (Hardback)

By Bonnie Taylor

I Think I Need, LLC, United States, 2015. Hardback. Book Condition: New. 234 x 156 mm. Language: English . Brand New Book ***** Print on Demand *****.Are you searching for new buyers? Building a brand? Growing a business? It's time for I Think I Need Marketing. A comprehensive resource anyone in business will find useful, regardless of industry, location, or size, I Think I Need Marketing pulls the curtain back on one of the business world's most confusing yet necessary components: marketing. Author Bonnie Taylor's easily understood narrative and common sense approach foregoes budget-wasting gimmicks and instead focuses on the steps and tools needed to build a successful-and profitable-marketing program. By breaking marketing into easily grasped nuts and bolts supported by full color illustrations and real-world examples, I Think I Need Marketing leads readers through the process of creating a custom program destined for business growth. Enhanced with helpful tips and definitions, I Think I Need Marketing demystifies marketing with an accessible narrative about: .Creating an actionable marketing strategy that achieves business goals .Developing a winning brand and branding throughout a business .Choosing the right mix from traditional and digital marketing options .Setting budgets and saving money...



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