

# Tips And Traps For Marketing Your Business - , Fritz P. Grutzner

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Win new customers and keep them coming back Whether you run a billion-dollar company or a mom-and-pop small business, you have to know your customers and know what they want. Written by three marketing experts, Tips & Traps for Marketing Your Business is filled with marketing best practices that show you how to win over new customers and make existing customers more profitable. You'll also find practical and proven marketing tips and traps to help you grow your business, lessons learned from realworld experience, and tangible examples from the leading companies in business today. Connect with your target market Unlock hidden streams of profit and increase sales Develop and deliver a compelling story for your brand Effectively and profitably manage customer relationships Determine how much media weight is enough and how to avoid spending too much Attract customers to your Web site Author: Cooper, Scott W. Author: Grutzner, Fritz P. Author: Cooper, Birk P. Publisher: McGraw-Hill Illustration: N Language: ENG Title: Tips and Traps for Marketing Your Business Pages: 00256 (MicrosoftReader.lit) / 00256 (Encrypted PDF) On Sale: 2008-02-21 SKU-13/ISBN: 9780071494892 Category: Business & Economics : Small Business - General Category: Computers : Programming Languages - General

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