



## Strategic Marketing: Insights on Setting Smart Directions for Your Business (Paperback)

By Marcia Yudkin

Creative Ways Publishing, United States, 2010. Paperback. Book Condition: New. 211 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Become the Master of Your Business Fate With proper attention to marketing strategy, success is not an accident. Time spent planning where you want your business to go and the customers you prefer to serve pays off. Discover also how to earn and keep trust, build a reputation, amplify sales and set your course for profit. Despite today's world of fierce economic, competitive and technical challenges, defining goals and maintaining your intended direction does not require an MBA or high-level number crunching. With both examples and general principles, long-time marketing consultant Marcia Yudkin shows you the key elements for determining your business fate. Learn what to do when complications and uncertainty seem to get in the way. Marcia Yudkin is the author of 6 Steps to Free Publicity, now in its third edition, and 12 other books. Marcia Yudkin is the true north of marketing direction. Strategic Marketing is a compass for finding your ideal position, clients, brand, and future, as well as a superb guide to maximizing perceptions of your value and the reality of your fees....



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