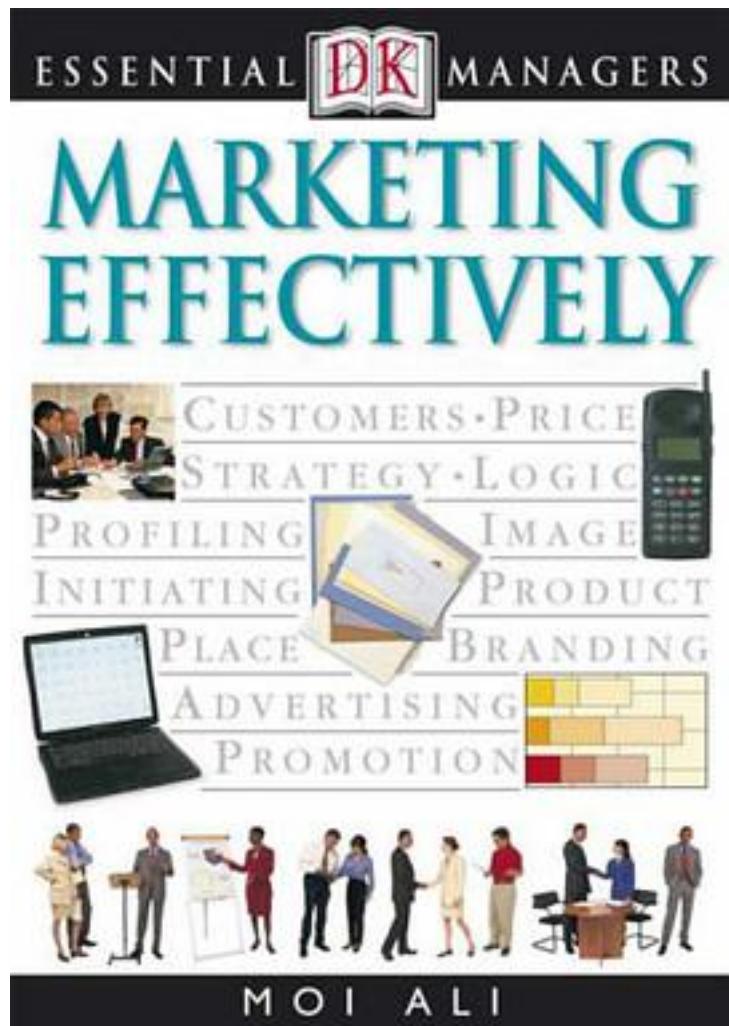


Marketing Effectively



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Learn all you need to know to improve your marketing skills from researching and

analyzing customers' buying habits to creating and managing a strong brand. "Marketing Effectively" not only shows you how to maximize market share by keeping up with trends, improving your competitiveness, exploiting new opportunities, and developing a winning marketing strategy, it also provides practical information on enhancing the image of your organization. Its power tips help you to dramatically improve your chances of attaining instantly recognizable products.

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