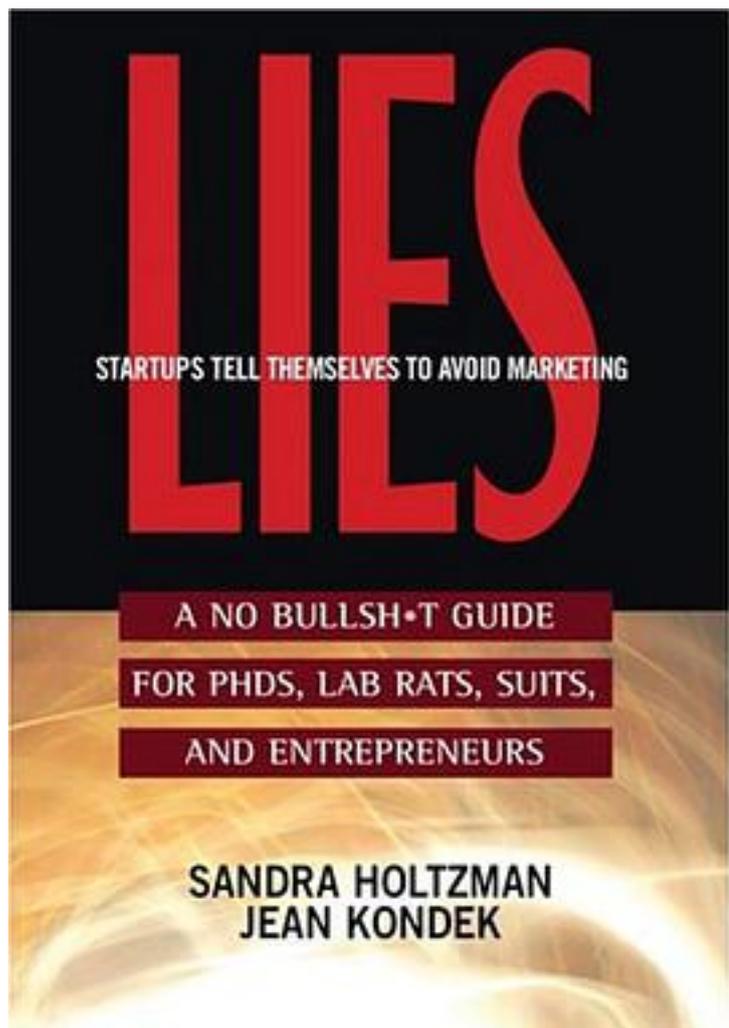


Lies Startups Tell Themselves to Avoid Marketing



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著者:Holtzman, Sandra

出版者:Select Books Inc

出版时间:2007-3

装帧:Pap

isbn:9781590791073

So you think you know marketing.Think again. Lies Start-ups Tell Themselves to Avoid

Marketing uses the tough love approach to steer you clear of the pitfalls and self-deceptions that have been the undoing of many when confronted with the harsh realities of today's marketplace. Sandra Holtzman and Jean Kondek employ their combined 40+ years' worth of marketing savvy to cut through all the usual malarkey-and, let's face it, bullsh@#*-to give you a streamlined approach to successfully launching a product, service, or company. Better than a handbook, Lies Start-ups Tell Themselves provides 10 fast-track, step-by-step chapters for planning and implementing a successful marketing program that you can get started on TODAY.The writing is clear and concise, breaking down concepts into bite-sized, easy to grasp nuggets for today's busy audience. Moreover, each chapter is stand-alone and immediately actionable.It doesn't take a rocket scientist to understand the value of a well thought out marketing program. But carving your niche in the marketplace can be a daunting task. Lies Start-ups Tell Themselves to Avoid Marketing guides you through the pitfalls and challenges to a successful start-up or product launch.

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