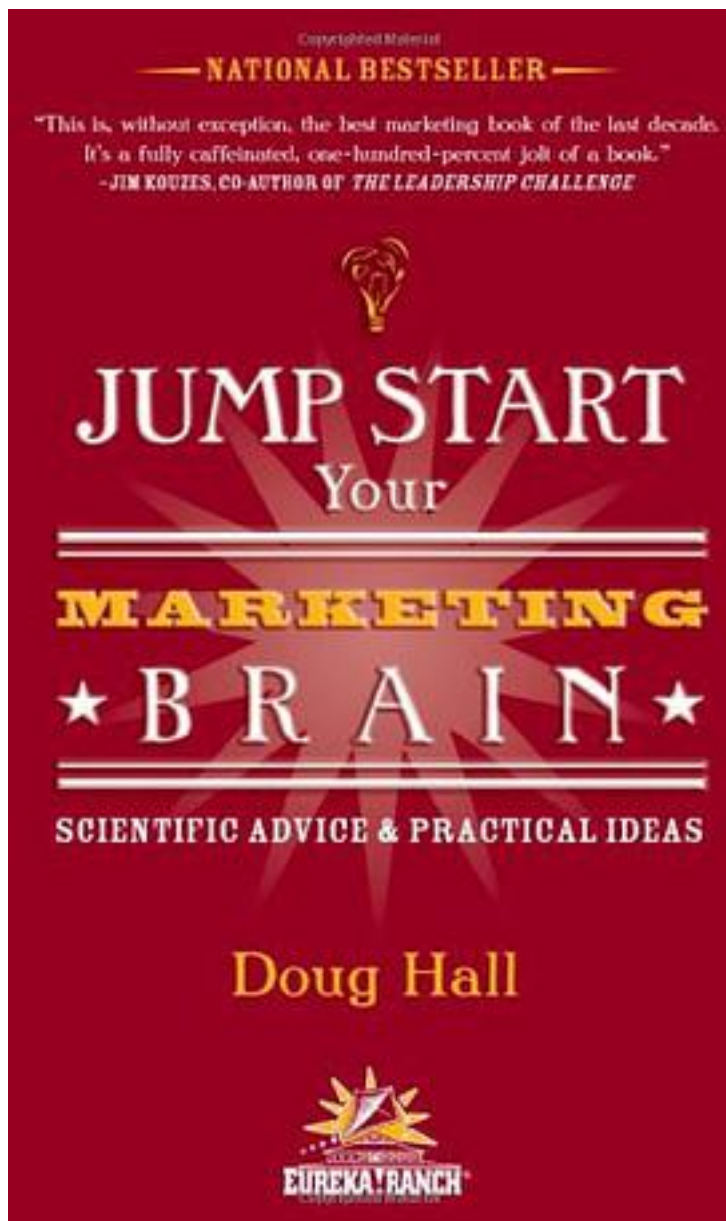


Jump Start Your Marketing Brain



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This is a powerful new approach to marketing that will multiply the impact of every dollar invested. Comprehensive research by Doug Hall details marketing initiatives that will deliver sustained success. What makes this book's teaching more reliable and reproducible than others is its foundation on hard data reflecting customer, industrial, and business-to-business marketing, not "guru opinions." After reading "Jump Start Your Marketing Brain, readers will know how to more effectively and efficiently market and sell their brand, their services, their products, and even themselves!

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