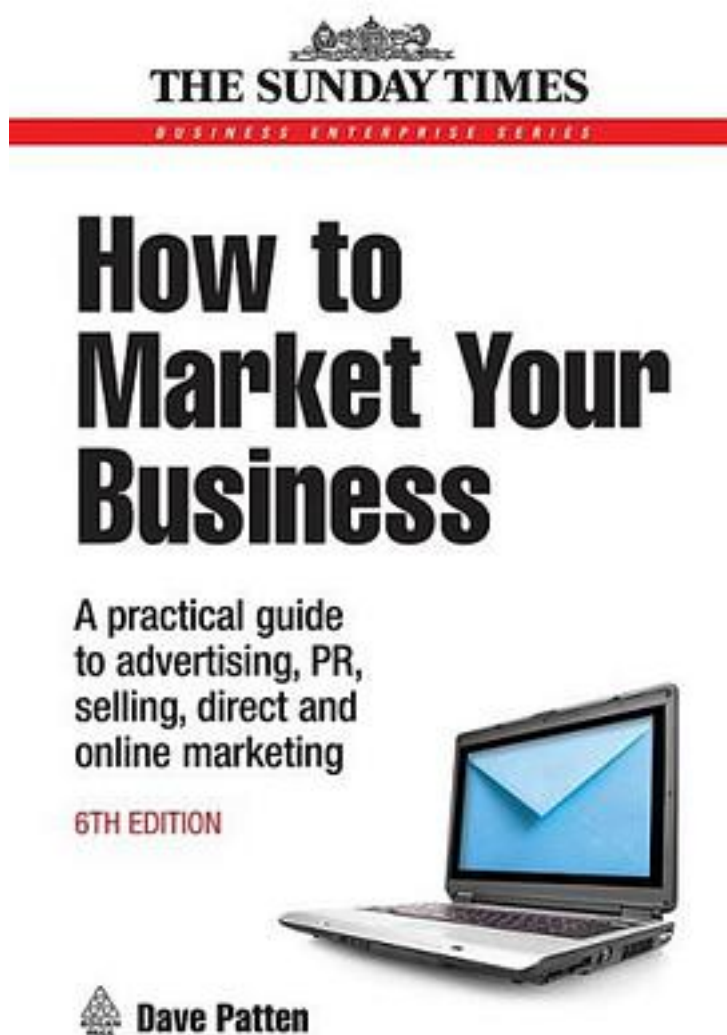


# How to Market Your Business



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Written in straightforward language, this guide offers tested advice on constructing profitable marketing strategies for any business. Explaining how to revitalize products and services with some basic marketing know-how, How to Market Your Business covers market research, advertising, promotion, selling techniques, product launches, and using the internet -- everything a business owner needs to ensure their product reaches the market successfully. This new edition has been thoroughly rewritten to stay up-to-date with all the new marketing channels, in particular those offered by the internet. With a strong emphasis on practical advice, this is a useful guide for anyone marketing on a tight budget, regardless of their level of marketing experience.

作者介绍:

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