

The Competitive Edge



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The Third Edition of The Competitive Edge, edited and co-written by noted marketer Kathy King, provides essential information to help dietitians prepare for the future. More than 45 noted practitioners have contributed their expertise, giving dietetics professionals information, strategies, and tools to achieve professional success. This new edition is totally updated with new trends chapters, plus new chapters on customer service, marketing food and food services, selling, marketing sports dietetics and entering the complementary nutrition market, marketing a Website, selling a newspaper column, and becoming a consultant. A companion Website offers supplemental information such as more extensive marketing plans, financial forms, and all the URLs mentioned in the book.

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目录:

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