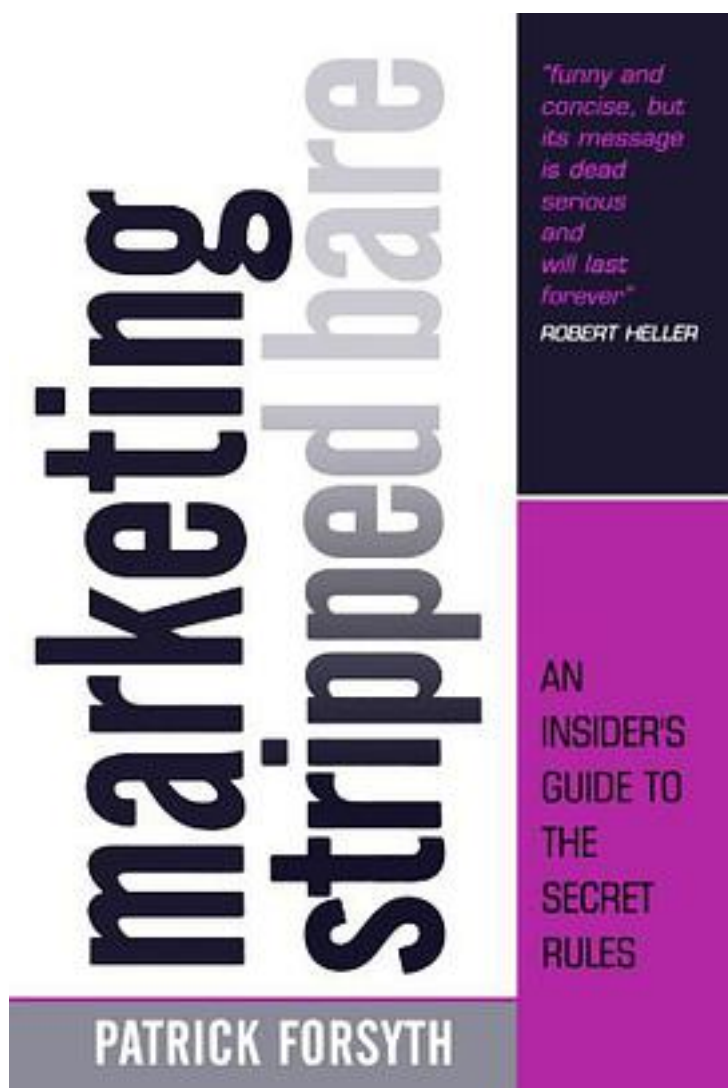


Marketing Stripped Bare



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Often misunderstood, "marketing" is not a euphemism for advertising or selling, rather, it is a whole approach to business. It relates an organization to its market and ultimately brings in business. This book demystifies the process, explaining what marketing is and why it's so important. It aims to be suitable for everyone from the most jaded veteran to new trainees, and to lift the lid on how marketing can make the difference between success and insolvency.

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