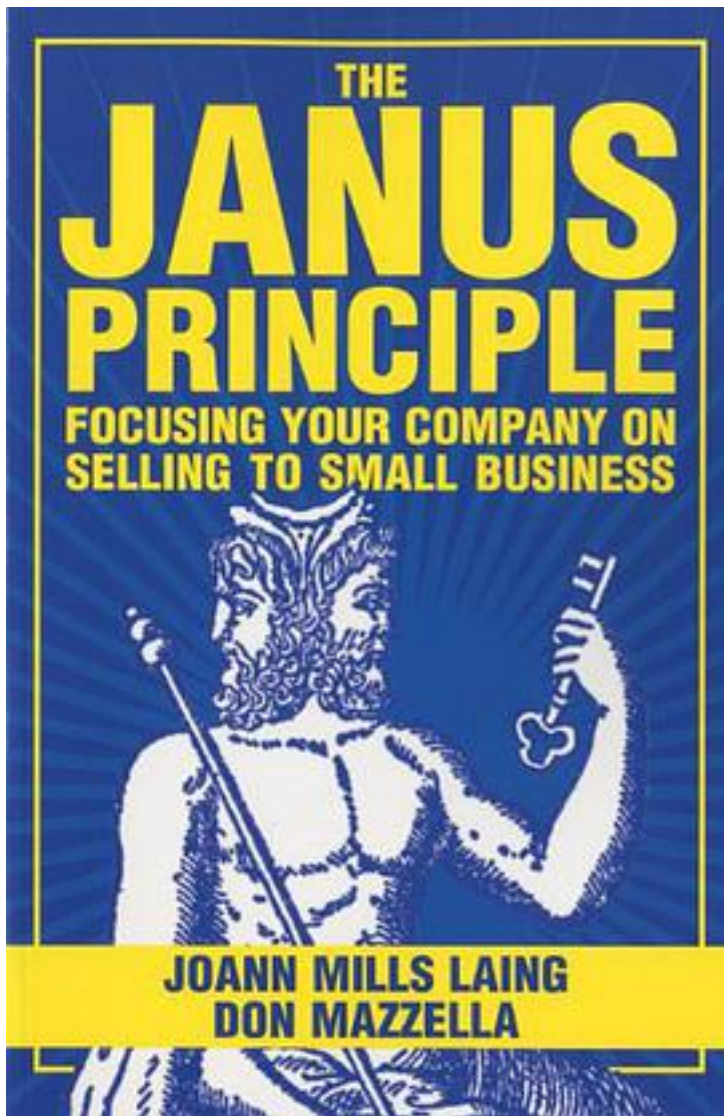


# Janus Principle



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出版者:

出版时间:2009-10

装帧:

isbn:9781883283704

The Janus Principle offers solutions to the often vexing task of organizing a large organization (and even small firms) into an effective marketing engine to profitably sell into the small business marketplace. Addressing the rapidly expanding role of the Internet and other electronic gateways, the authors also demonstrate how to more effectively use traditional sales tools in an integrated marketing effort. The authors have distilled 20+ years of experience advising Fortune 100 corporations as well as researching the small business marketplace into a concept that large and small organizations can adopt and use.

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