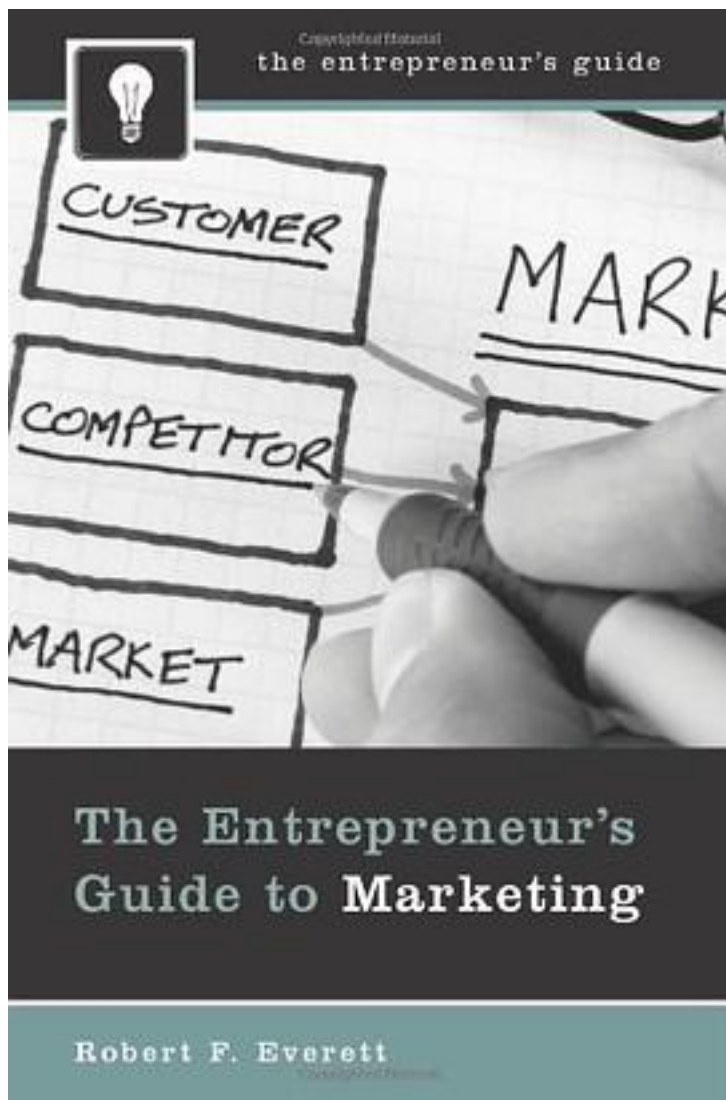


The Entrepreneur's Guide to Marketing



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Designed for those who want to take charge of their lives by starting a business, "The Entrepreneur's Guide" series provides practical, accessible, and authoritative advice on all the major issues in establishing and growing a new venture - from writing a business plan, to hiring the best people, to managing cash flow. Each book, written by an expert in the field, includes wisdom, tales from the trenches, worksheets, templates, sample documents, and resource lists. In short, the series helps entrepreneurs leverage their time and money, giving them confidence and making the road to success smoother and more certain. In this title, an expert marketer demystifies the art and science of marketing while offering tools, insights - and peace of mind. Marketing often scares entrepreneurs. They've sweat buckets coming up with a valuable product or service, and now they have to sell it? Won't it sell itself? No. But, as marketing expert Bob Everett shows, marketing is just not that hard. At some level, entrepreneurs know that. They know what appeals to them and what leaves them cold. They know when a person or marketing claim is trustworthy, and they know when claims are exaggerated. Yet, when it comes to marketing their own products and services to others, entrepreneurs often find it difficult to apply that same judgment and common sense. Everett to the rescue! He helps entrepreneurs position products in the market, then sell them effectively and ethically.

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目录:

[The Entrepreneur's Guide to Marketing_ 下载链接1](#)

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