

Rule ^{of} Thumb



**A Guide to
Small Business Marketing**

David Carlson

Introduction

In clear and practical language, David Catalan describes crucial, need-to-understand marketing standards at the side of implementation strategies demonstrated to be successful. Readers will learn: 1) The 5 démesuré Ps of marketing; 2) How to behavior marketplace research; 3) What branding is and logo positioning basics; 4) How to create a marketing software; five) How to efficiently marketplace on-line; 6) and greater!

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Page 2 à 111 ne sont pas
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