



Marketing For Dummies®

Gregory Brooks, Ruth Mortimer, Craig Smith, Alexander Hiam

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Marketing For Dummies®

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Marketing For Dummies® Gregory Brooks, Ruth Mortimer, Craig Smith, Alexander Hiam Marketing is one of the most important aspects in business today, but it's also highly competitive and complicated, with intricate strategies and methods of delivery to understand and retain.

This straight-forward guide leads you through every aspect of marketing. Fully updated to include all the recent marketing trends, including digital marketing and using new media, it's packed with expert tips on identifying customers, using online resources, satisfying your customer's needs and boosting your sales.

Discover how to:

- Understand the basics of effective marketing
- Research customers, competitors and industry
- Create a compelling marketing strategy
- Increase consumer awareness
- Satisfy clients' needs and boost sales



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