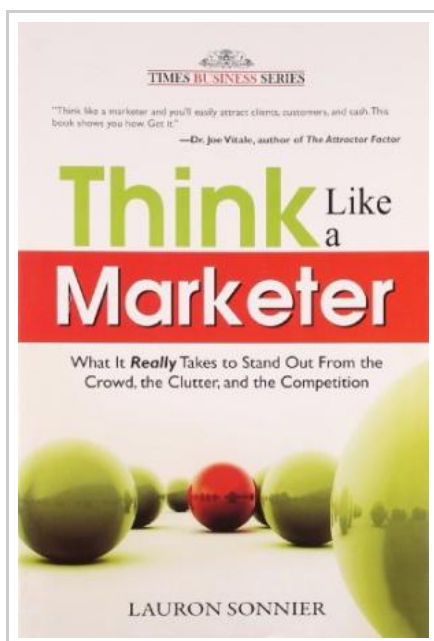



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Think Like a Marketer

By Lauron Sonnier

Times Group Books, New Delhi, India, 2009. Softcover. Book Condition: New. First Edition. Think Like a Marketer takes the mystery out of marketing. It addresses head on the principles that must guide every action, decision, and communication that affect your business. In addition, it gives you practical, real-life guidance that you can apply immediately after reading. Chockfull of specific examples and proven processes, Think Like a Marketer will teach and show you how to Think, act, and communicate like a marketing pro. Identify and capitalize on the marketing opportunities that abound in your business every day (but are usually missed), Stand out in a cluttered and overcrowded marketplace, Stir the pot to build and maintain marketing momentum, Devise a practical marketing strategy that will show positive results, even on a barebones budget. Printed Pages: 224.



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Reviews

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