



Marketing That Works: How Entrepreneurial Marketing Can Add Sustainable Value to Any Sized Company (Paperback) - Common

By By (author) Howard Lee Morgan, By (author) Shellye Archambeau
By (author) Leonard M. Lodish



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Marketing That Works introduces breakthrough marketing tools, tactics, and strategies for differentiating yourself around key competencies, insulating against competitive pressures, and driving higher, more sustainable profits. From pricing to PR, advertising to viral marketing, this book's techniques are relentlessly entrepreneurial: designed to deliver results fast, with limited financial resour...

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