

# High Impact Marketing That Gets Results - Ardi Kolah

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This book will help you to use tried and tested no-fuss marketing methods to boost awareness of your brand among new and established customers. We'll give you the confidence to segment your market and customers so you can choose the right strategies for your business, products and services. You'll learn how to avoid costly mistakes with effective research and a practical marketing plan as well as how to use online marketing, PR, direct mail, promotions and other tools to run effective marketing campaigns that deliver measurable results. Jargon free, accessible, no detailed knowledge required, signposts the reader to all the important bits. The GURU is out of the BOTTLE! Author: Kolah, Ardi Publisher: Kogan Page Illustration: N Language: ENG Title: High Impact Marketing That Gets Results Pages: 00288 (Encrypted EPUB) / 00288 (Encrypted PDF) On Sale: 2013-01-03 SKU-13/ISBN: 9780749464523 Lib Category: Marketing Lib Category: Customer relations Category: Business & Economics : E-Commerce - Internet Marketing Category: Business & Economics : Marketing - General Category: Business & Economics : Public Relations

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