

Technical Marketing - Craig Thomas Ellrod

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Prepare your troops for battle! This book contains the knowledge that will enable you to deliver fast, focused and high quality Technical Marketing data to help you make key strategic decisions to take you to high ground in the marketplace. It contains well known strategies and tactics plus some you may not have heard of. It explains how to do competitive analysis, the importance of competitive test and the effect of dramatic presentations. Do you have a "War Room" yet? Do you know where you stand with regards to the competition? Do you know your next strategic move? Have you dug up the dirt on the competition? Are you getting to the customer first and spinning the right story? Author: Ellrod, Craig Thomas Publisher: StrateQuest Illustration: N Language: ENG Title: Technical Marketing Pages: 00000 (Encrypted PDF) On Sale: 2011-04-14 SKU-13/ISBN: 9780982257029 Category: Business & Economics : Marketing - Research Category: Technology & Engineering : General Category: Business & Economics : Sales & Selling - General

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