



Marketing For Dummies (Paperback)

By Jeanette Thomas McMurtry

John Wiley Sons Inc, United States, 2017. Paperback. Condition: New. 5th Edition. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. The classic, bestselling marketing guide, updated for the digital era Marketing For Dummies, 5th Edition is the ultimate handbook for boosting your business. Whether you re a small mom-and-pop shop, a local nonprofit, or a mid-size business looking to grow, the right marketing approach can make your company or organization stand out from the crowd. This book shows you how to find, reach, and engage with your customers in a way that brings in business. This new edition, updated to align with the latest marketing revolution, introduces you to essential techniques including search engine, guerilla, global, and behavior marketing. You ll learn where to find your people, and how to give them what they want how they want it using behavioral techniques. You ll discover inexpensive online marketing and promotion tools, proving that budget doesn t have to be an insurmountable obstacle. You ll find up-to-date marketing plans, resources, and examples throughout to help you get out there and get your business...



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