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## Marketing (Collins Business Secrets)

*Peter Spalton*

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The marketing secrets that experts and top professionals use. Get results fast with this quick, easy guide to the fundamentals of Marketing. Includes how to: bull; Position your product for a target market bull; Build a brilliant marketing plan bull; Create stunning branded marketing materials bull; Use memorable publicity to build market

interestbull; Take advantage of new technology

About the Author Peter Spalton CMC works as a freelance marketing consultant for multinationals, private companies, family business and public bodies. He mentors chief executives and sales directors throughout the UK. He has also held senior marketing positions in ICL, Ericsson and Nokia.