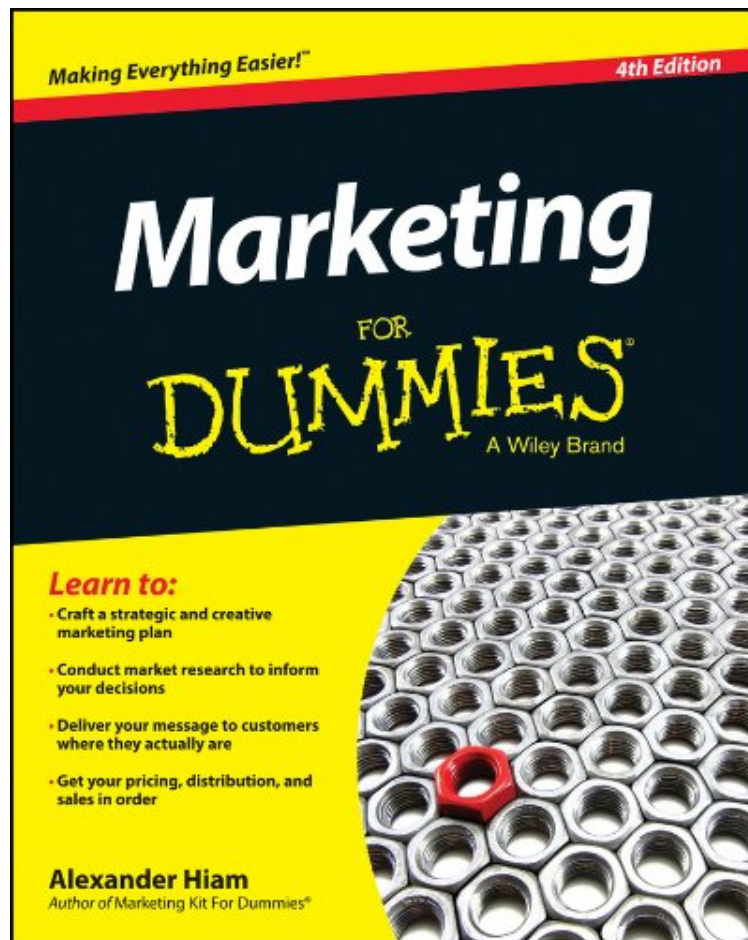


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Marketing For Dummies (For Dummies (Business Personal Finance))

Alexander Hiam

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Alexander Hiam : Marketing For Dummies (For Dummies (Business Personal Finance)) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing For Dummies (For Dummies (Business Personal Finance)):

3 of 3 people found the following review helpful. Excellent for "dummies", but useful for anyone that wants to get more out of their marketing actions. By Marty excellent book for giving you the basics of marketing, and getting you to think with the bigger picture. Includes not only the bigger picture, but also useful details and things you can do right away, without a big budget (or with only a shoe-string budget), to start marketing whatever it is you need to market. Well written and well-thought-through, written by someone who obviously knows his stuff and wants others to be able to think with and use the information being presented. I would recommend it for anyone trying to wrap their wits around and trying to figure out what to do first or where to start, or even for someone who is already got some marketing actions going, and wants to be more return on his or her promotion. 0 of 0 people found the following review helpful.

Five StarsBy LEN REDMONhelpful0 of 0 people found the following review helpful. Five StarsBy Bay Area Bike RiderLots of practical information, well organized.

Master the latest marketing tools and trends Marketing strategies are evolving faster than ever before, and mastering the latest and greatest strategies are essential to getting results. This updated edition of the classic marketing bestseller includes new and revised material, with full coverage of the latest marketing trends and how to effectively apply them to your business. Whether it's boosting your baseline marketing skills, figuring out social media, developing a comprehensive Internet marketing strategy, or getting expert tips on effective local marketing techniques, *Marketing for Dummies, 4th Edition* has everything you need in one easy-to-use and accessible guide. Effective marketing is about knowing your customers and giving them what they want, when they want it. The latest marketing research tells us that every customer interaction is an opportunity to grow your business and your bottom line, which is why you need a results-oriented marketing plan. With this updated, practical, and savvy guide to marketing strategies that work, you can apply the skills you already have more efficiently than ever before *Marketing For Dummies, 4th Edition* gives you the structure and practical advice you need to get the most out of every marketing initiative and, ultimately, grow your business. Maximize the lifetime value of your customers Connect web marketing strategies to real world traffic and sales Implement local sourcing to boost local and regional marketing initiatives Focus your online marketing strategy to target only qualified buyers Before you waste any more time with ineffective and potentially costly marketing missteps, let *Marketing For Dummies, 4th Edition* establish viable marketing strategies that will help your business succeed.

From the Back CoverLearn to: Craft a strategic and creative marketing plan Conduct market research to inform your decisions Deliver your message to customers where they actually are Get your pricing, distribution, and sales in order Everything you need to become a marketing guru Whether it's boosting your baseline marketing skills, figuring out social media, or developing a comprehensive web-marketing strategy, this updated edition of the classic marketing bestseller has everything you need. Prepare to enter a new and successful phase of marketing your business. Make your mark; get to know your customer, strengthen your strategy, and write a winning marketing plan Beat the competition; research your customers, competitors, and industry; engage your marketing imagination; and pump up your marketing communications Message effectively; maximize your advertising efforts with perfect print and e-brochures, outstanding outdoor ads, unbeatable broadcast messages, and more Practice Marketing 2.0; drive traffic to your brand by providing expert content online and using social media to engage with consumers Brand boldly; establish a brand identity, create a logo, design a product line, and burn your brand into your customers' minds Open the book and find: When and why to do market research The latest on QR codes, web marketing, and social media Face-to-face marketing opportunities worth embracing How to beat the odds with direct marketing Ways to make your brand stand out Guidance on succeeding in sales and service Common marketing mistakes to avoid Tips for boosting web sales About the AuthorAlexander Hiam has led creative retreats for top consumer and industrial firms to facilitate innovative thinking about strategic plans, branding, naming, and product ideas. He is the author of *Marketing Kit For Dummies* and *Business Innovation For Dummies*.