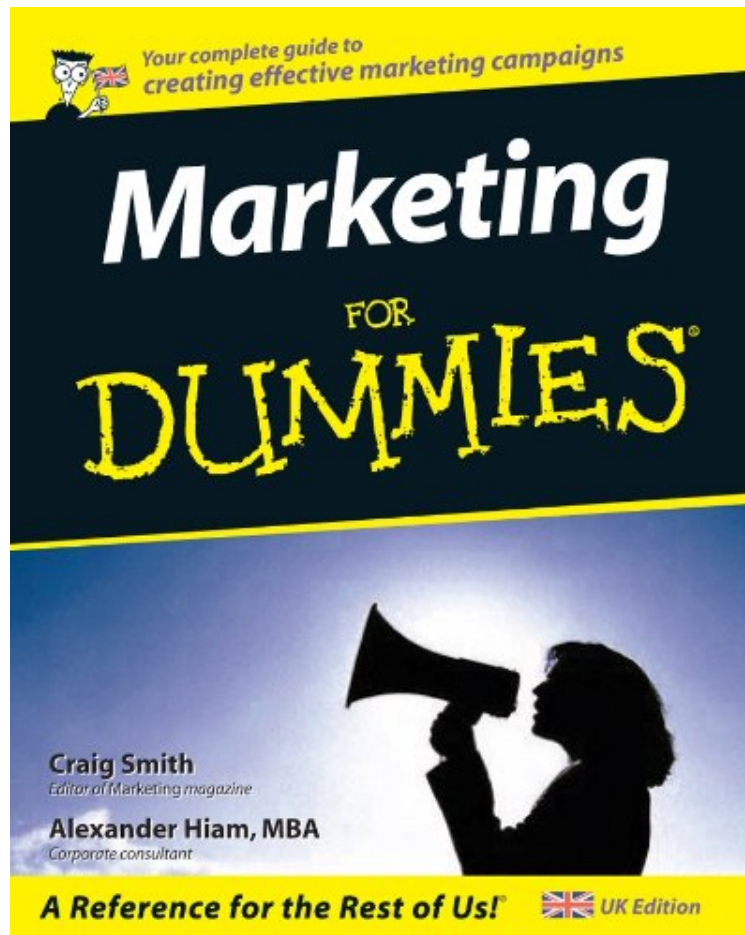


(Download free pdf) Marketing for Dummies

Marketing for Dummies

Craig Smith, Alexander Hiam
audiobook | *ebooks | Download PDF | ePub | DOC



 Download

 Read Online

#2894699 in eBooks 2009-11-05 2009-11-05 File Name: B002WQLNAQ | File size: 19.Mb

Craig Smith, Alexander Hiam : Marketing for Dummies before purchasing it in order to gauge whether or not it would be worth my time, and all praised Marketing for Dummies:

4 of 4 people found the following review helpful. Great for excellent marketers-to-be :) By Monica M. I'm a weird hybrid of a graphic designer and a marketer. Usually graphic designers don't like meddling into marketing world but as in my country an artist is not very well valued I just HAD to learn about Marketing and I like it :) I think I have natural skills and being a GD is just a great plus! Normally Marketers are not GD's and it becomes a problem because a Marketer has to handle graphic material almost all the time! So for me it is pretty convenient hehe :D Now I ordered this book because sometimes one can forget about some very important things in this wide world of Marketing. A. Hiam gives you just the tips to improve your skills and working with plans that actually work. He states the main subjects very easy to understand and also in a very practical way. I believe this book is not for beginners, nor for pro's. I think it is just for us average Marketers who want to improve a lot and then moving on to harder books. I say it is not for beginners (despite the title "for dummies") because it starts telling you things you must pre-know before actually reading this. I would say it is almost like a great companion for everyday marketers who need once in a while a

reminder of what is left to do and what could be improved. 1 of 1 people found the following review helpful. Useful
By Frank Packard I liked the comprehensive gazette style. I will not use everything, the list is a good overall reminder. It is also a good independent guide to inspire deeper thinking among the team in our small company. It does not give magic; the reader still has lots of work to do, yet it is a useful base to organize our activities. 0 of 0 people found the following review helpful. Five Stars
By Patrice M. it's ok

Whether you're looking to expand your business or you're about to start out, this straight-forward guide leads you step by step through every aspect of marketing. Packed with expert tips on identifying customers, using online resources, satisfying your customer's needs and boosting your sales, Marketing For Dummies will help you put together a winning marketing strategy and turn your plans in to profit. Discover how to Understand the basics of effective marketing Research customers, competitors and industry Create a compelling marketing strategy Increase consumer awareness Satisfy clients' needs Boost sales

"...useful, practical and, above all, reader-friendly...this book certainly takes me to a new level.... I heartily recommend it". (Oldham Evening Chronicle, March 2007)"...an invaluable, practical guide to marketing for those new to the subject..." (Marketer, September 2006) From the Back Cover Whether you're looking to expand your business or you're about to start out, this straight-forward guide leads you step by step through every aspect of marketing. Packed with expert tips on identifying customers, using online resources, satisfying your customer's needs and boosting your sales, Marketing For Dummies will help you put together a winning marketing strategy and turn your plans in to profit. Discover how to Understand the basics of effective marketing