

Innovative Practical Ways



Fed up with advice from the from the Don't-Take-Any-Risk group or those who tell you about the high failure rate of business, or getting advice from people who tell you what to do rather than how to do it?

Then this book is for you!

It is a practical approach to marketing your business.

It helps you market your business in a competitive environment. The information in this book draws on practical, business experience and can be easily applied to your business.

Chapters cover.....

What is Marketing?

Who are your customers ?

Vision and Mission

Goal Setting

Importance of Planning

The Right Location

Competitors

Product/ Service Strategy

Pricing Strategies

Advertising

Preparing all Tangibles

Communication

Performance Measurement

For **free** previews of what you can expect from this book, click on these topics "Competitor Pricing", "Service Strategy", "Choosing a Location", "Letter Writing", "Adding Value".

To order this practical approach to marketing, click on the "order" button.