



Teach Yourself Marketing (Paperback)

By Jonathan Gabay

Hodder Stoughton General Division, United Kingdom, 2003. Paperback. Book Condition: New. 196 x 128 mm. Language: N/A. Brand New Book. Powerful marketing campaigns are based on original thinking and creative planning. TEACH YOURSELF MARKETING concentrates on the engine which drives successful marketing - imagination. Revealing many profitable tips and secrets to help you target, brand and sell your enterprise whilst generating provocative publicity, this book will keep you three steps ahead of the competition. TEACH YOURSELF MARKETING: - covers the key marketing areas of sales, advertising, PR and branding - concentrates on the dynamic, imaginative side of marketing - is easy to follow with useful activities and exercises - includes a comprehensive jargon buster section - is suitable for anyone working in or studying marketing. Completely up to date for the competitive world of contemporary marketing TEACH YOURSELF MARKETING is indispensable for anyone who wants their business and career to succeed and continue to breed success.



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