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Marketing without advertising

Phillips, Michael

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Abstrak

Marketing Without Advertising continues to be a premier and indispensable manual for entrepreneurs and business managers seeking to employ high-impact, low-cost marketing strategies for their goods and services in today's competitive business environment, whether local, regional, national, or global. Readers will learn how to attract new customers and acquire repeat business from existing and former customers: transform dissatisfied customers into loyal supporters: plan marketing events: enlist the support of the media: utilize the Internet and the World Wide Web as integral aspects of their marketing and promotional efforts. All with an eye toward budgetary fiscal restraints.