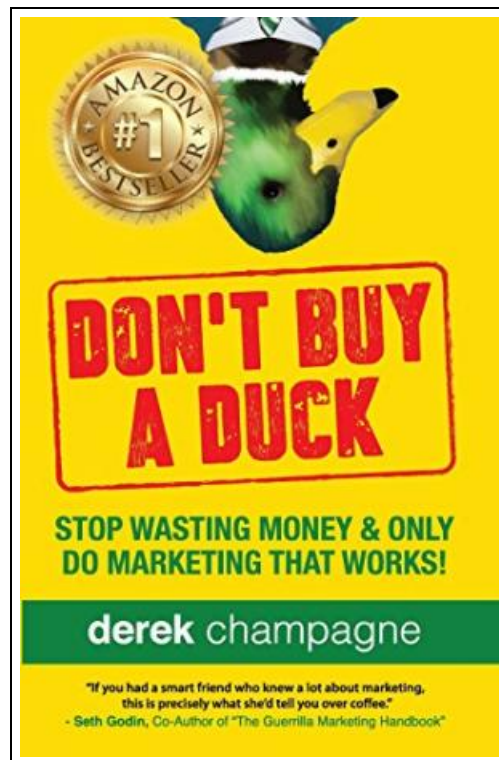


Don t Buy a Duck: Stop Wasting Money Only Do Marketing That Works (Paperback)



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Reviews

Thorough manual for publication fanatics. It is actually rally intriguing through reading through period of time. Its been written in an remarkably simple way and is particularly only after i finished reading through this book in which actually transformed me, change the way i think.

(Morris Schultz)

DON T BUY A DUCK: STOP WASTING MONEY ONLY DO MARKETING THAT WORKS (PAPERBACK)



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Derek Champagne, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. With over a 15+ year career in the marketing space, Champagne has amassed a treasure trove of knowledge on branding and marketing, and shares his sometimes candid, often chuckle-worthy, and always clear advice with his readers here in this guide to marketing made easy. If you had a smart friend who knew a lot about marketing, this is precisely what she d tell you over coffee. Seth Godin Co-Author, *The Guerrilla Marketing Handbook* Starting with his own confession of how he learned the consequences of good money poorly spent (spoiler alert: it involves a yard sale, a minivan, and a confused and frightened duck named Quackers), Champagne breaks down the mystery of marketing, one question at a time. Offering a thorough overview of the crisis points that strike fear into the hearts of startups and gold standard companies alike. Champagne shines a light on solid solutions that help promote strategic thinking and consistent execution. If you ve ever wondered how to stop wasting money, time, and energy; if you ve ever felt lost, in need of a roadmap; if you ve ever wanted to get folks in the door and dollars in the drawer, this is the right book for you! After reading *Don t Buy A Duck*, you ll have a better understanding of how to strategically design and implement marketing that works. Champagne unpacks the whole process of branding your business and marketing your brand, soup to nuts: everything from how to conduct market research to how to write a marketing plan to how to brainstorm marketing strategy and brand identity documents. Whether you re looking to get a grasp on small business marketing or gain more advanced insight for bigger...



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