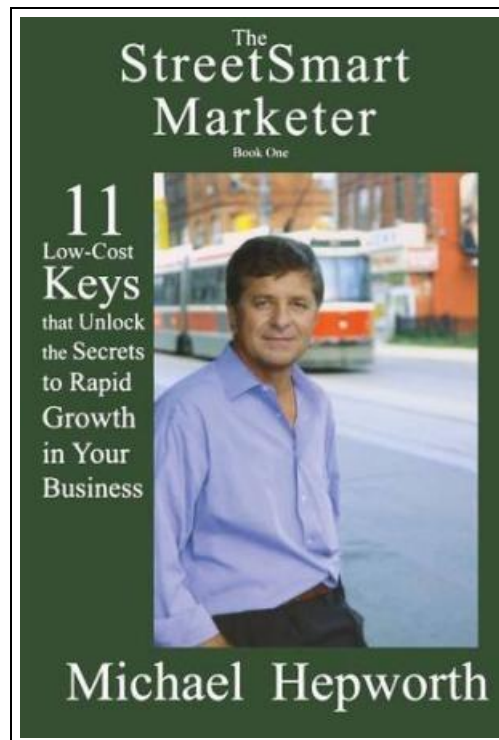


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Manor House Publishing Inc, Canada, 2015. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.A majority of small businesses fail, most within a few years of start-up, some after a generational change in management. Nearly two-thirds of such firms are owned or managed by women. This book intends to present realistic, low-cost marketing that works. It covers topics such as Me Marketing versus You Marketing; and How to Woo Your customers. Jim Blasingame, of The Small Business Advocate show, noted: Where else can you get 30 years of marketplace wisdom and rubber-meets-the-road experience, condensed into one package you can hold in your hand? In The StreetSmart Marketer, Michael Hepworth has identified the 11 most important elements of business growth, put a handle on each one and is handing them to you. Don't miss this opportunity to learn from one of the masters. Michael Hepworth, a leading expert on effective marketing techniques, for owner-operated businesses, skillfully combines an intriguing fictional story with terrific low-cost marketing advice that really works. His information-packed book effortlessly educates and clearly explains marketing concepts and approaches in plain language. This is a must-read for any business owner desiring fast growth and robust revenue. It takes marketing to a higher level. Aimed at the huge niche market of millions of small business owners and entrepreneurs (and their families and friends) Combines superb inspiring marketing tips with an engaging fictional storyline Readers will be drawn in by the intriguing fictional storyline. Along the way they'll also get great marketing advice and summaries of tips at the end of every chapter. The book's self-help tips means book is certain to attract the millions of small businesses owners and entrepreneurs who want inspiring helpful advice.



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