



Marketing and Promoting Your Business: Products and Services (Paperback)

By Ian Birt

Tilde Publishing, Australia, 2014. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. Effective marketing is essential for small business success. Marketing, simply defined, is giving people what they want profitably . This means designing a business offer that satisfies your customers to make sales. Satisfied customers return and refer others to your business. Marketing and Promoting Your Business, Second Edition, describes the marketing process for a small business and how to prepare a marketing plan for your operation. A separate chapter covers evaluating marketing results, including getting customer feedback, and business responses to unsatisfactory results. Exercises are located throughout each chapter. End-of-chapter quizzes, discussion items and case studies are also included. Research assignments then help students learn more about the practical applications of marketing. A glossary of marketing terms and answers to the quick quizzes are found at the end of the book. After reading this book, you should be able to plan and implement marketing activities for your small business, create sales, and achieve a reasonable profit. You will also know how to analyse results and feedback to evaluate marketing success.



READ ONLINE
[6.76 MB]

Reviews

A brand new e-book with a brand new standpoint. it was actually writtern extremely properly and valuable. I am just quickly can get a pleasure of looking at a published ebook.

-- **Prof. Garrett Schmitt**

Complete guide for publication enthusiasts. I have read and i am sure that i will going to study again once again in the future. Your way of life period will be transform once you total looking over this publication.

-- **Shayne O'Conner**

Other PDFs



The Irish Question, with Special Reference to Home Rule in Canada: Speeches by the Hon. Edward Blake, M. P., Mr. E. J. C. Morton, and Mr. Robert W. Hamilton, at the Criterion, on

Forgotten Books, 2017. Paperback. Condition: New. Language: English . This book usually ship within 10-15 business days and we will endeavor to dispatch orders quicker than this where possible. Brand New Book. Excerpt from The Irish Question, With Special Reference to Home...



Yellow Fever: A Treatise on Its Cause, Nature, Prevention and Cure (Classic Reprint) (Paperback)

Forgotten Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Yellow Fever: A Treatise on Its Cause, Nature, Prevention and Cure Being a question of the Medical Sciences, namely: anatomy, organic and ganjo...



Star Wars: The Clone Wars [With Stickers] (DK Ultimate Sticker Books)

DK Publishing (Dorling Kindersley). Paperback. Condition: New. New copy - Usually dispatched within 2 working days.



Murach's Java Servlets and Jsp

Mike Murach and Associates Inc, 2014. PAP. Condition: New. New Book. Shipped from US within 10 to 14 business days. Established seller since 2000.



Murach`s ASP.NET 3.5 web programming with C# 2008: Traning & Reference

Shroff Publishers/Murachs, 2008. Softcover. Condition: New. If you can create Windows applications using C#, you`re ready for this book. It will get you off to a fast start with web programming, no matter whether you`re coming to ASPNET 3 5 with a...



Murach`s ASP.NET 4 web programming with C# 2010: Training & Reference (Fourth Edition)

Shroff Publishers/Murachs, 2011. Softcover. Condition: New. 4th edition. If you know how to create Windows applications using C#, you`re ready for this latest edition of our classic web programming book. It will get you off to a fast start with web programming,...