



Marketing to Win: How Small Businesses Can Do More with Less

By Jacqueline Biggs

Rethink Press. Paperback. Condition: New. 268 pages. Dimensions: 7.8in. x 5.0in. x 0.9in. Marketing to Win is a must-read for small business owners who want to understand the fundamentals of marketing and thrive in today's competitive environment. Full of useful advice and practical examples, you'll end up with powerful ideas that will boost your business. Valerie Khoo, award-winning serial entrepreneur Jacqueline is the person I go to when I want expert advice on how to market anything online. A must-read for all small business owners. Shaa Wasmund, Founder of Smarta.com This book is a great read for any small to medium sized company that wants to get to grips with marketing its products and services in a way that will truly accelerate growth. It unveils the shroud of secrecy around marketing and strategies for developing successful businesses. Mary Murray, Executive Coach Using 14 years of marketing experience, Jacqueline Biggs, a former M and C Saatchi strategist offers toolsets, tips and step by step actions to help you to get the most out of your marketing budget. This book will save you time, money and effort. Consider it a shortcut that will help you to avoid the costly mistakes that are...



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