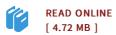




Horsin Around the USA Guide to Marketing Promoting Your Horse Business

By Laurie A Cerny

iUniverse, United States, 2008. Paperback. Book Condition: New. 226 x 150 mm. Language: English. Brand New Book ***** Print on Demand ******. Horsin Around The USA Guide To Marketing Promoting Your Horse Business will teach you how to be unforgettable in the horse industry! You will learn how to effectively market and promote your equine business, service, or event. In addition, you will: Learn how to practice The Ten Commandments of Marketing An Equine Business. Discover the importance of developing a good name, logo, slogan, etc. for your business. Learn how to create effective business cards, brochures, flyers, web site, and more. Learn how to write effective press releases and how to work with the media. Laurie A. Cerny, a professional journalist and equine marketing specialist, has won numerous state and national awards for her writing, photography, graphic design and advertising both in mainstream media and within the horse industry. Her work has appeared in John Lyon's Perfect Horse, The Horse, Horse Illustrated, Western Horseman, Equine Times, Kalamazoo Gazette, Detroit News, Chicago Tribune, and she also served as the communication director for a major saddle and horse product manufacturer. She has owned horses for more than 30 years, and...



Reviews

Extensive manual! Its this type of great read through. Sure, it is actually engage in, nonetheless an interesting and amazing literature. Its been written in an exceedingly simple way and it is simply right after i finished reading this pdf through which basically altered me, affect the way i believe.

-- Mrs. Mertie Cummerata

A very awesome ebook with perfect and lucid explanations. I could possibly comprehended every thing using this written e pdf. I am happy to explain how this is basically the best ebook i have got read inside my personal life and may be he very best book for ever.

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