



AMA Complete Guide to

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Ama Complete Guide To Marketing Research For Small Business

Robert R. Redfield



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The Marketing Toolkit for Growing Businesses Jay B. Lipe, 2002 This book is a straight talking guide that walks you through the essentials of small business marketing From marketing plans to targeting from copywriting to branding and from metrics to search engine positioning the most essential tools for small business marketing are covered After reading the book you ll develop into a more confident marketer able to take your company to the next level

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