

The ultimate small business marketing toolkit

Goldstein, Beth, author

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Abstrak

Whether you're setting up shop or already have your business off the ground, you need proven marketing strategies that get new customers to come to you and keep them coming back. This book/CD-ROM set provides a variety of cost-effective marketing techniques you can use to turn your business vision into reality. Includes customizable worksheets, real-life examples, step-by-step examples, and more.