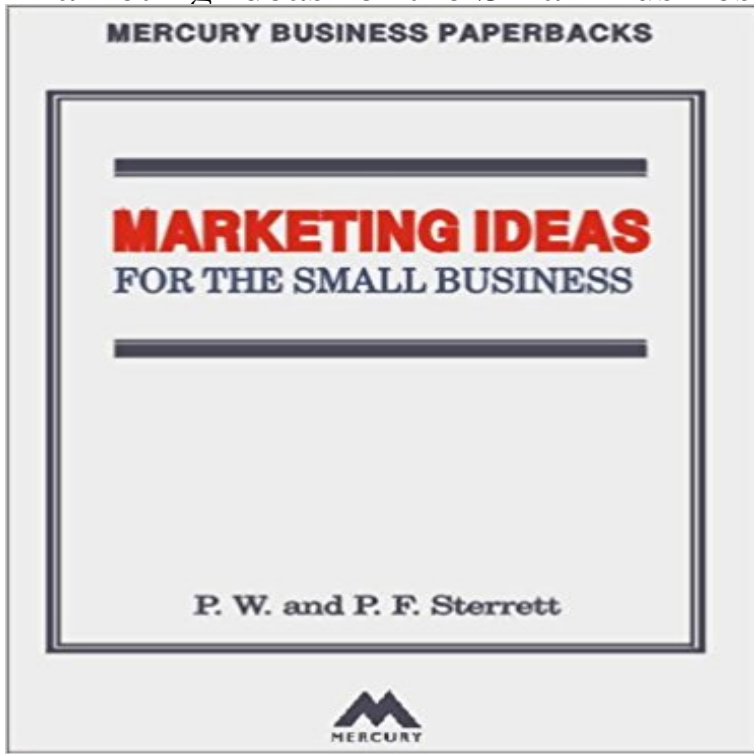


Marketing Ideas for the Small Business



This book provides people in business with ideas, advice and guidance on how to promote their wares successfully. The promotions outlined in the book aim to be attractive and compelling, but should require the only modest budgets. The authors describe the various steps of a promotional scheme from the initial idea to its actual implementation in the market.

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