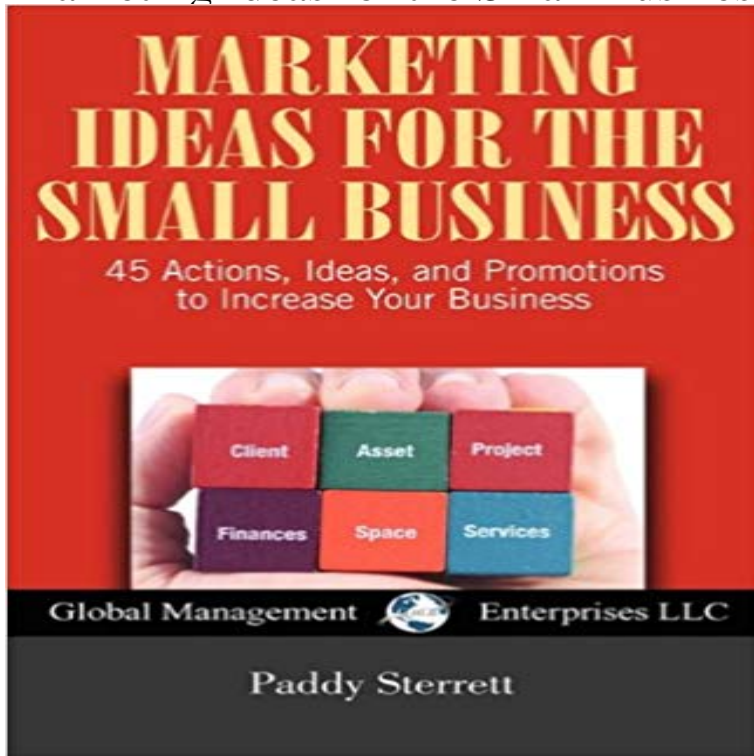


## Marketing Ideas for the Small Business



This book describes in detail the operation of a range of promotional ideas which can be undertaken by entrepreneurs who own their own small business and who cannot afford to pay for outside help. The promotions are all fairly easy for the average person to undertake. They are relatively inexpensive and have all proved highly successful in the past. By following the guidelines, you will avoid possible pitfalls and develop the confidence to undertake the sorts of ventures you would never have dared tackle before. This is not a complicated guide to professional marketing. It is a compendium of simple promotional ideas designed to help small and very small companies to create awareness of themselves and their products. As well as practical advice the book contains over 45 ideas for cheap and effective business promotions from consumer competitions to internet word-of-mouth. If you follow the instructions, we are confident that you will enjoy your new activity and find it rewarding from every point of view.

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[\[PDF\] 260 Hours, Days or Weeks](#)

[\[PDF\] American Scientist, The Magazine of Sigma XI, The Scientific Research Society. Contains professional articles related to current scientific topics on all subjects, 1997, American Scientist, 85 \(1\) : .](#)

[\[PDF\] Culture and Human Development: The Selected Papers of John Whiting \(Publications of the Society for Psychological Anthropology\)](#)

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