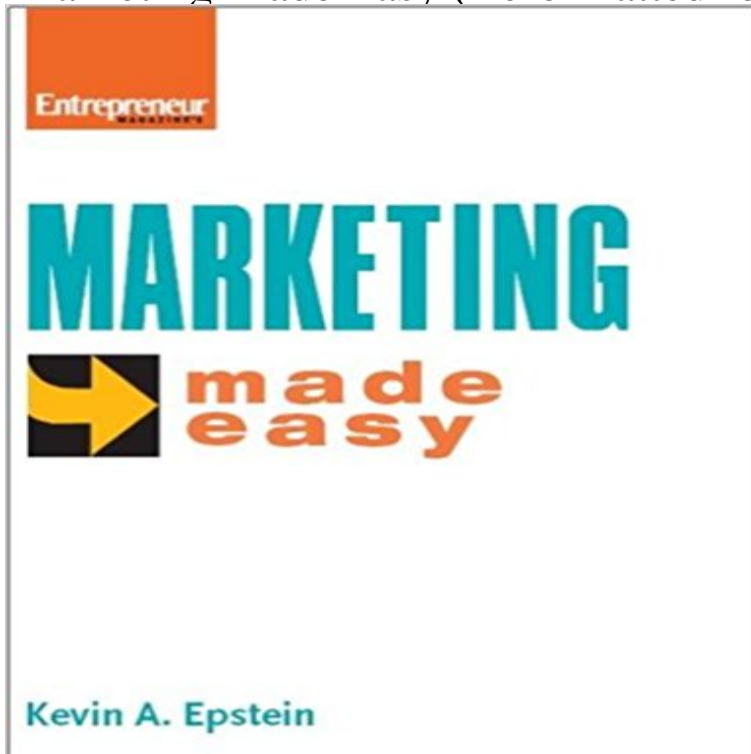


Marketing Made Easy (Reformatted for Ebook Devices Edition)



Marketing Made Easy is a straightforward, buzzword-free, step-by-step introduction to marketing and guide to building marketing programs, designed for Non-Marketing professionals. This no-nonsense, hands-on manual is the entrepreneurial marketers battle plan for a successful marketing program. Marketing Made Easy contains specific action steps and to-do lists for every step of the marketing process. Real-world anecdotes and specific examples from well-known start-ups demonstrate the book's practical skills. Author Kevin Epstein cuts through the buzzwords and marketing jargon to offer you cutting-edge advice on a variety of traditional and high-tech tools, and the full marketing process, from planning to execution to retention... and beyond. Endorsed by Marketing luminaries, this easy read is a keeper for those new to marketing and those seeking to advance alike.

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