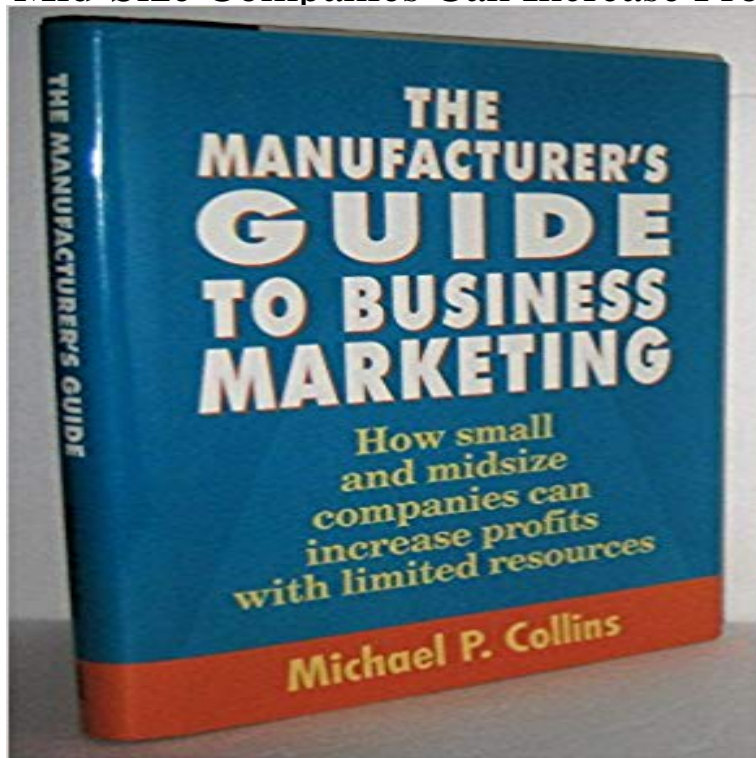


## The Manufacturers Guide to Business Marketing: How Small and Mid-Size Companies Can Increase Profits With Limited Resources



The Manufacturers Guide to Business Marketing offers a wealth of practical, low-cost, do-it-yourself marketing tools-tailored specifically for companies that need large-scale results from small-scale marketing budgets. This book provides quick and concise answers to some of the most common marketing challenges encountered by small manufacturers. This book shows how to: profile customer needs by using a variety of low-cost marketing tools; adopt a customer-driven rather than sales-driven philosophy leading to higher quality products and services; plan and launch a niche marketing strategy that can improve profits by tailoring products and services to the right customers, not just more customers; capitalize on the secrets and tactics of most successful small manufacturing marketers in a wide variety of industries; reduce the costs and problems of shotgun marketing and get more bang for your marketing buck.

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