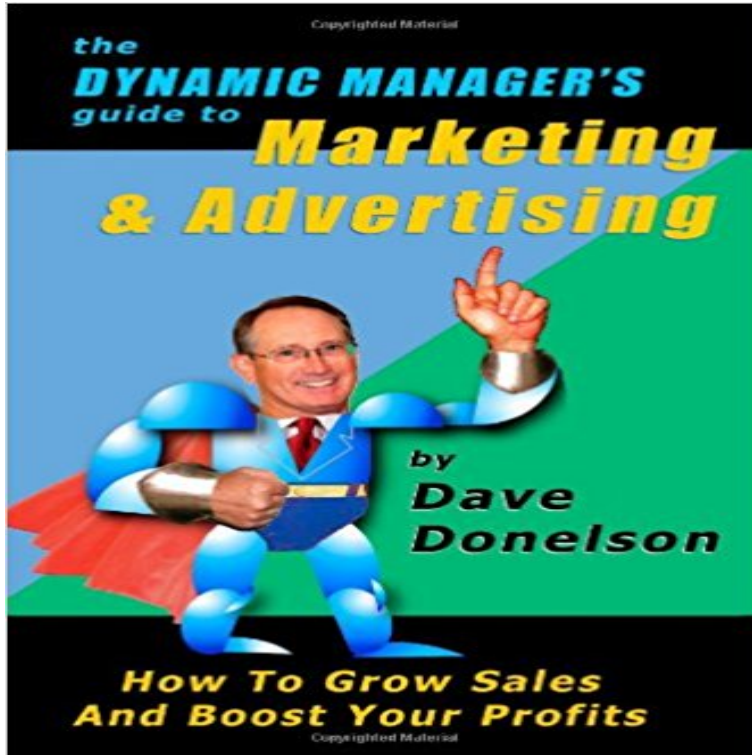


The Dynamic Managers Guide To Marketing & Advertising: How To Grow Sales And Boost Your Profits



Businesses that thrive-and the managers who run them-have one thing in common: they make their decisions based on meeting their customers needs. They are good marketers. Dave Donelson distills the experiences of hundreds of such business owners-and his own as an entrepreneur and consultant-into this guide to attracting customers, persuading them to buy, and turning them into customers for life. Learn how to increase the return on your advertising investment by following a few basic rules of the game. Find out what makes your customers tick and why they buy from you-or your competition. Discover how to build your profits on a solid foundation of good marketing skills.

In the first two sections, managers and entrepreneurs just like you tell how they handle the nitty-gritty details of creating ads, buying media, designing promotions, and all the many other tasks of good marketing. Insightful case studies of small companies across the country-retailers, manufacturers, service providers, and more-help you see how marketing drives successful business strategy. As a bonus, section three contains twenty-three promotions and ad campaigns you can use. Study them, run them, or adapt them to your specific needs-theyve all been proven to work for businesses just like yours. The Dynamic Managers Guide To Marketing & Advertising isnt about theory-its about how to succeed in the real world of small business.

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