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Ardi Kolah

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Ardi Kolah : High Impact Marketing That Gets Results (Guru in a Bottle) before purchasing it in order to gage whether or not it would be worth my time, and all praised High Impact Marketing That Gets Results (Guru in a Bottle):

Great marketing isn't just about marketing output. It's about creating measurable business outcomes. High Impact Marketing That Gets Results is dedicated to helping marketing students and practitioners understand how to achieve an increase in profits through more cost-effective sales and marketing activities, where the return on investment is the

measure of whether that goal has been achieved. The full range of the marketing mix is covered, within the broader context of overall marketing strategy, including: Market and customer segmentation; writing a marketing plan; understanding the marketing mix; brochures, press ads and print copy; signs, posters and ambient media; online marketing, mobile marketing; direct marketing; public relations; using promotions; top ten common marketing mistakes to avoid and top ten ways to save money in marketing.

Professionals with responsibility for marketing plans; students tackling the issue of how to create cost effective marketing plans as part of their degree program "It's refreshing to come across a book that's properly targeted and written in a delightfully understandable way. As it states 'All the world's a stage, but most of us are desperately under-rehearsed,' which is why this book is set to become such a classic and important work amongst younger marketers." -- Malcolm McDonald About the Author Ardi Kolah is an accomplished author and speaker on sales marketing and is ranked as one of the top 50 marketing gurus in the world by the Chartered Institute of Marketing alongside Philip Kotler, Seth Godin, Malcolm Gladwell, and Martin Lindstrom. Throughout his career, he has worked extensively with small and medium sized businesses to enhance results from their sales and marketing activities. He is an Advisor to the UK Government's Business Secretary of State and has also worked with the BBC as a producer/reporter on news and current events.