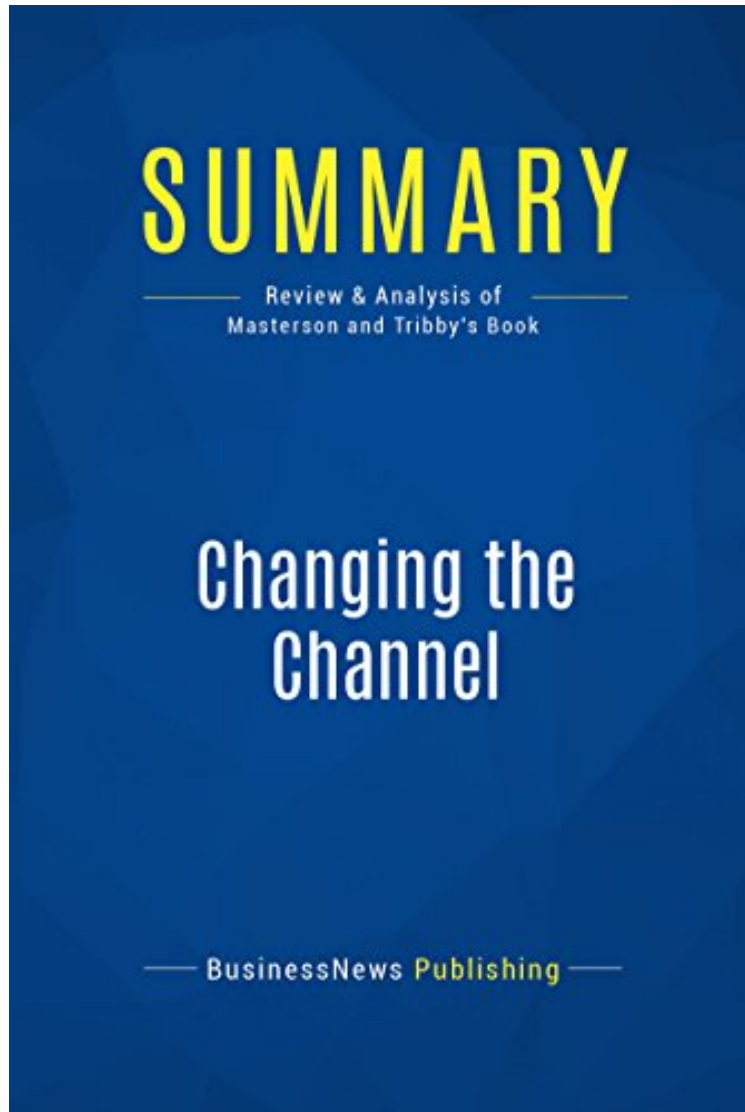


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The must-read summary of Michael Masterson and MaryEllen Tribby's book: "Changing the Channel: 12 Easy Ways to Make Millions for Your Business". This complete summary of the ideas from Michael Masterson and MaryEllen

Tribby's book "Changing the Channel" shows how it is no longer enough to be good at just one type of marketing. In today's market, it is necessary to use multiple channels to attract prospective customers. In their book, the authors present the 12 marketing channels that are important today and how you can effectively make use of each one to gain customers and drive sales. By reading this summary, you will learn how to select the right channels and use them together to achieve maximum success. Added-value of this summary: **Save time**; **Understand key principles**; **Expand your marketing skills** To learn more, read "Changing the Channel" and discover how you can ensure that your business survives in the current market by making use of all marketing channels.