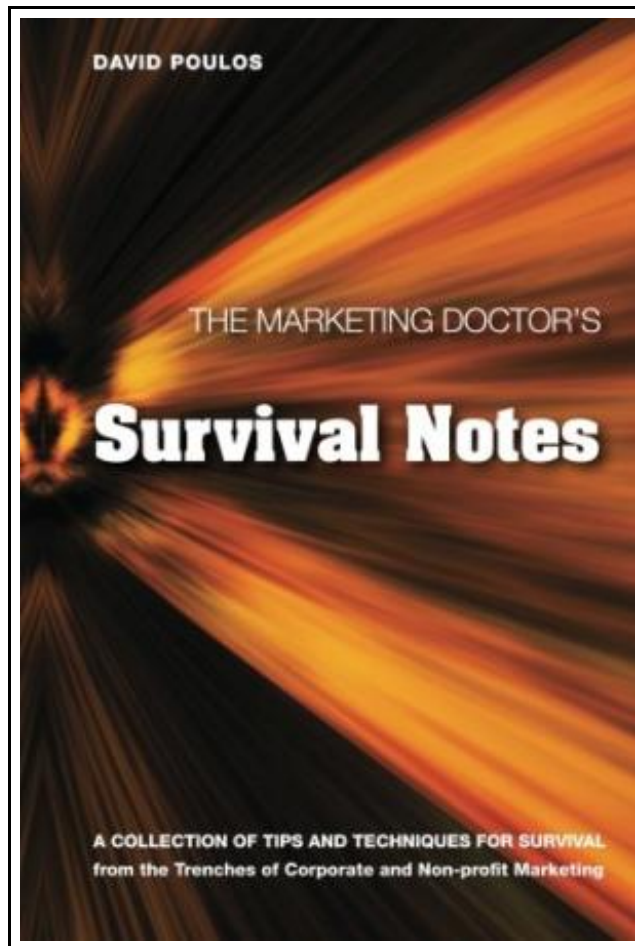


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Createspace, United States, 2013. Paperback. Book Condition: New. 228 x 152 mm. Language: English . Brand New Book. The Marketing Doctor has a diagnosis for a full range of marketing ills, and a prescription in mind to help you build a healthy, robust, marketing organization. The following are just some brief excerpts from this comprehensive marketing guidebook . . . With over thirty years of marketing experience to draw upon, author Dave Poulos puts a wide range of strategies and tactics into perspective, covering philosophy of marketing, use of research, customer service as a marketing tool, and a host of tactical executions, including direct mail, e-mail, sponsorships, social media, promotions, tradeshow, web traffic and more. Useful as classroom guide, marketing primer for new hires, career-changing introduction, or refresher for marketing veterans, this volume is a must-have for your professional library. On Marketing s Value to Business . . . Clearly, the knowledge of the practice and theory of marketing is a valuable, nee critical skill to have in your bag of management tricks. And indeed, it seems the more input from the marketing folks you get, the faster and bigger the success is! Ramp up times are shorter, development and product lifecycles reduce, launches are more dramatic, and alternate product applications and uses surface faster and are more often taken advantage of, when the marketers get heavily involved in the upper echelon decision making. On Customer Behavior . . . Companies who are honest with their customers, setting realistic expectations of their products, service and respect for the customer s intelligence and privacy, find that customers are more loyal, last longer, spend more on average, and are better brand evangelists, than companies who are less so. On Brand Power . . . A few iconic brands have managed it -...



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