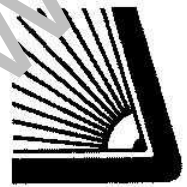


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Marketing Management

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Preface

One of the greatest needs of managers of small businesses is to understand and develop Small Business Marketing Solutions for their products and services.

Small business success is based on the ability to build a growing body of satisfied customers. Modern marketing programs are built around the "marketing concept," which directs managers to focus their efforts on identifying and satisfying customer needs - at a profit. This book will help you to successfully manage the marketing aspects of your business.

Marketing plays an important role (some say the most important role) in the success of your business. Here are guides and worksheets to help you better manage the marketing activities in your business including the areas of advertising and sales management.

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