



## Marketing for Entrepreneurs, Start-Ups and Small Businesses (Paperback)

By Tim Friesner

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Description Marketing for Entrepreneurs, Start-Ups and Small Businesses is written as a practical guide for new and experienced entrepreneurs and small business people. It covers the basics on both traditional and digital marketing, and builds to give you a more detailed, practical picture of the topic. You will be able to start marketing immediately. Background People market ideas, products and services for all sorts of reasons; you might want to make the world better for everyone, you might desire recognition for yourself, you might not like working for other people, or you might have found yourself unemployed for a whole range of reasons. That is why you have arrived here, and now you need to develop your marketing knowledge and skills. This marketing book is written for you. The book contains current marketing topics including: Chapter 1 Marketing for you Chapter 2 You and marketing Chapter 3 Know your customers Chapter 4 Your marketing mix Chapter 5 Get your price right Chapter 6 Sell yourself Chapter 7 Promoting and advertising your start-up Chapter 8 Public Relations (PR) for you Chapter 9 Writing...



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