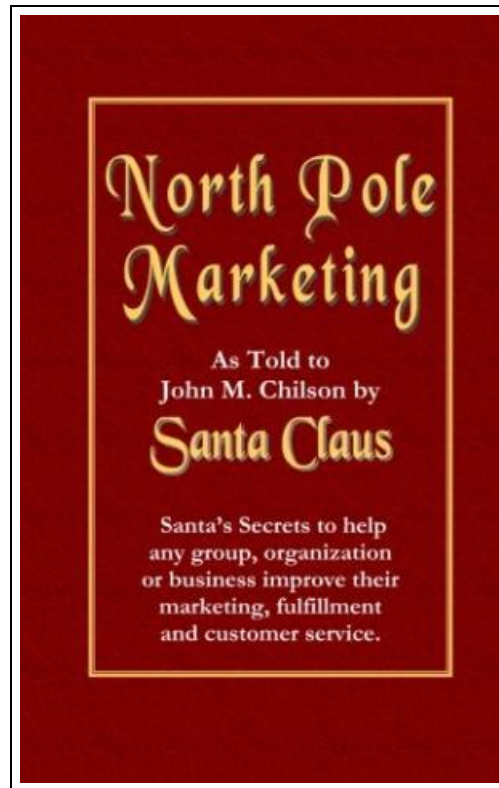


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Createspace, United States, 2010. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.For some time I have realized that many organizations are skipping over Basic Marketing 101 and need a gentle reminder to go back to the basics. With 25 years of marketing and 12 years as Santa (visit for details), I decided to combine the two and the result is North Pole Marketing, a fun, easy-to-read book on achieving greater marketing and business success. Helping over 200 companies in the US and Europe, I realized I had found only one organization that did everything right -- Santa s North Pole organization. My book, North Pole Marketing, contains 52 of Santa s Secrets that will help any group, organization or business improve their marketing, fulfillment and customer service. Reviews John Chilson has captured a vast number of marketing truths, giving us a simple way to grasp each one through the Santa Claus tradition. Instead of coals in our stockings, we find nuggets of gold. Best of all, we are not left to wade through a mountain of words to find the treasure. It s all right there on the surface, ready to review again and again to keep us refreshed and alert. Mike Branch President Publisher (Retired) Branch-Smith Publishing Ft. Worth, TX I ve known John for close to 15 years, and I have the utmost regard for his marketing knowledge, creativity and integrity. Just read North Pole Marketing. John continues to display a unique ability to drill down to basics and remind us of those things we marketers sometimes overlook - OUR CUSTOMERS. It s a quick read and I highly recommend it. Chris Lynde Senior Vice President General Manager CommuneFX (a Source Marketing company) John s knowledge...



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