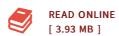




Start-Up CEO s Marketing Manual

By Guy Smith

Free Thinkers Media, United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ****** Print on Demand ******. Peter Drucker correctly concluded that business is entirely innovation and marketing, and yet innovative entrepreneurs don t know marketing. You can tell by the ever-growing Silicon Valley dead pool. The Start-up CEO s Marketing Manual is their guide to marketing strategy. Guy Smith, the founder and principal strategist at Silicon Strategies Marketing, wrote the Start-up CEO s Marketing Manual to give founders and start-up CEOs a firm understanding of marketing strategy with which to guide their companies. Smith s 20 years in high tech marketing in Silicon Valley has given him both razor-sharp insights and a comically blunt way of guiding entrepreneurial thinking. The Start-up CEO s Marketing Manual takes you, the start-up founder, through the structured rigors of developing your corporate go-to-market strategy. The Start-up CEO s Marketing Manual lays out the fundamentals of market definition, segmentation, buyer profiling, whole product definitions, positioning, branding and messaging. This rapid-fire boot-camp ensures that you will guide your teams and your marketing employees away from the common cliffs of epic failure.



Reviews

This composed book is wonderful. It is amongst the most awesome book i actually have read through. You will like the way the author create this publication.

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This ebook will not be effortless to get going on studying but very enjoyable to learn. Of course, it can be play, still an amazing and interesting literature. Your daily life period will probably be enhance once you complete looking at this book.

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