



Smart Moves: The Insider s Guide to Successful Channel Promotions (Paperback)

By Michelle Kabele

Ideastrmpress, United States, 2009. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Get the results you want! Getting your product from manufacturing to the end-user can send your goods racing along the express lane or taking a slow ride down a long and winding road. The key to earning the results you want from your marketing is channel promotions. In Smart Moves: The Insider s Guide to Successful Channel Promotions, marketing pro Michelle Kabele shows you how to connect with the right channels to make your promotions soar. Step by step, you ll discover the fast track to success: *Build brand recognition *Create a short-term sales boost *Sell slow-moving product *Drive traffic to your website *Generate new sales leads *Increase sales from your existing customers If you want to take your marketing in the right direction, Smart Moves is your guide!.

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