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Chase One Rabbit: Strategic Marketing for Business Success (Paperback)

By David Parrish

Wordscapes, United Kingdom, 2014. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Marketing in minutes, on your mobile. Chase One Rabbit is about focused marketing. It s about understanding your business, to create strategies that help you sell it to best effect. It combines inspirational stories and practical techniques, giving creative entrepreneurs the tools to make their businesses even more successful by using strategic marketing. How to sell? is an age-old question. International consultant and trainer David Parrish illustrates key strategic sales and marketing messages by drawing on stories from his own experience as an entrepreneur and develops marketing case studies from the successes of his clients worldwide. Chase One Rabbit has been developed specifically for the eBook market. Each section is succinct, with a clear focus on helping you create a strategic marketing plan. Each topic includes what to do next , and related marketing subjects, to help you clarify and refine your marketing objectives and get the best from your creative business. This isn t about advertising. Smart marketing thinking doesn t have to be expensive, flashy or quirky: it s about understanding your business, focusing and thinking things through to develop...



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