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By Kathy Swanson

Integrated Marketing Werx, 2016. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Whether you are an entrepreneur, CEO, President, Marketing Director or part of the team, wouldn't it be great if your online marketing could make more effective use of your business time, money, and resources? Wouldn't it be refreshing to read a book that cuts through all the marketing jargon to simply share why and what makes marketing automation work from a business perspective, answering the questions: * What if we were able to focus on our ideal buyers? * What if we didn't have to re-invent the wheel and could create marketing systems and processes that work for our business? * What if we could make it easier for people to buy from our company? * What if we could shorten the buying cycle dramatically? * What if we could keep the customers and/or clients we work so hard to get? * What if we could actually measure how well something worked? Or if it didn't to be able to change it? Kathy Swanson, Founder and President of Integrated Marketing Werx, takes you on this fantastic journey culled from...

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