



Marketing on a Beermat

By Chris West

Cornerstone. Paperback. Book Condition: new. BRAND NEW, Marketing on a Beermat, Chris West, Marketing is the driving force of every small business, but many budding entrepreneurs are unsure how best to go about it. "Marketing on a Beermat", written by Beermat Entrepreneur Chris West, brilliantly demystifies this essential area of business enterprise, telling you everything you need to know about researching and identifying customers, creating an impressive marketing strategy, building marketing campaigns, and increasing consumer awareness and - therefore - sales. It also shows that you don't need a huge marketing budget to get results, and reveals the inexpensive but ingenious 'tricks of the trade' that are guaranteed to pay dividends. Finally, it provides crucial insights into online resources and the UK media. Unlike most marketing books, "Marketing on a Beermat" is aimed exclusively at small and growing businesses. It is accessible, comprehensive and written by people who have years of experience in the start-up sector. It is guaranteed to give your small business the edge.



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