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Fifty Shades of Marketing: Whip Your Business Into Shape Dominate Your Competition (Paperback)

By Naresh Vissa, Philip Kotler

Krish Publishing, United States, 2015. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.The Internet has become a necessity to conduct business. Billions of people around the world are now more connected than ever before. Whether you re an operating business or a college or job applicant, decision-makers need to know about you. what you offer. why you re awesome. Traditional marketing no longer cuts it today. With a foreword written by marketing legend and leading Northwestern University Kellogg School of Management academic Philip Kotler, Fifty Shades Of Marketing lays out specific ideas, step-by-step techniques, and beneficial resources to remove the chains holding you back from success in a digital age. Chapter topics include: - The New PR - How Millennial Marketing Will Get You Gen Y Customers - How To Create Beneficial Facebook Marketing Campaigns - 3 Ways To Make Money Off Craigslist - How To Be Discovered On LinkedIn - How To Publish A Book - How Affiliate Marketing Can Generate Revenue Rapidly With Very Little Work - How Advertising On Porn Sites Can Grow Your Business Cost-Effectively And much, much more!.



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