



DOWNLOAD



## Sun Tzu for the Digital Age: The Business Persons Step-By-Step Strategic Guide to Dominate and Influence Your Industry, Win Online Customers, and Earn with Social Sales (Paperback)

By Phoenix Sheldon-Baker

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Sun Tzu for the Digital Age: the BUSINESS person s step-by-step guide to DOMINATE and INFLUENCE your industry, WIN online customers, and EARN with social sales applies strategic warfare principles adopted from Sun Tzu s Art of War to your business, especially where it pertains to migrating and integrating your marketing operations with the internet. Today s digital environment has opened business opportunities to a global degree. The marketing landscape has evolved from a near shoot-in-the-dark-strategy to a very targeted approach thanks to things like algorithms and search engine optimization. Today you can profile your customer and target them with great accuracy through the digital space. Although it is now easier to reach your target audience, one thing characterizes business in the digital age: the war for customers. Even more so than before, technology enables faster and more comprehensive choices, and your brand must now fight for dominance, relevance, innovation and service delivery to maintain its cutting edge amongst similar brands. Whether you are an entrepreneur, a director, a manager, a supervisor; a marketer or salesman, today s business battleground is defined...



READ ONLINE  
[ 3.38 MB ]

### Reviews

*A whole new e book with a brand new standpoint. I have read through and i also am certain that i am going to planning to read again yet again later on. I found out this book from my i and dad advised this pdf to learn.*

*-- Audrey Lowe I*

*It is fantastic and great. It is really simplified but unexpected situations from the 50 % in the ebook. I discovered this ebook from my dad and i suggested this book to learn.*

*-- Dr. Luna Skiles*