



The Marketing Tool Kit (Paperback)

By Nick Robinson

Management Books 2000 Ltd, United Kingdom, 2001. Paperback. Condition: New. 2nd Revised edition. Language: N/A. Brand New Book. With more than 1000 tested marketing ideas to improve business success, this practical book illustrates a wealth of ingenious ways for an organization to create profitable sales. It details advertising approaches, including displays, classified and loose inserts, directory, product cards and local radio. It reveals direct marketing methods including ways to boost direct mail and direct response advertising. It gives specific step-by-step guidance in planning, budgeting and executing effective sales lead generation programmes. All organizations can profit from these ready-to-go plans, regardless of the type of market or size of budget.



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