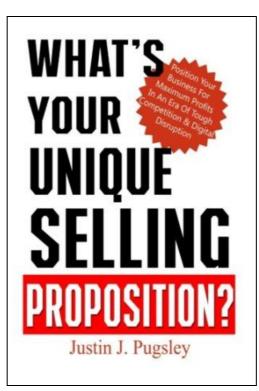
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## WHAT S YOUR UNIQUE SELLING PROPOSITION?: POSITION YOUR BUSINESS FOR MAXIMUM PROFITS IN AN ERA OF TOUGH COMPETITION DIGITAL DISRUPTION (PAPERBACK)



Createspace Independent Publishing Platform, United States, 2016. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. WHAT S YOUR UNIQUE SELLING PROPOSITION? What defines consistently profitable businesses from the majority, which struggle to survive over the long-term? Why do a small number, such as Nike -- even when they essentially sell a commodity -- succeed year after year? A defining characteristic of consistently successful businesses is that they possess an enduring competitive edge. That s usually a Unique Selling Proposition (USP). This book explains what a USP is and how you can develop one to make your business more successful. The concept is as important to small businesses as it is to large ones. This book describes: - 10 popular USPs how they re used - The 6 key drivers behind every successful USP - Reveals 3 simple exercises for developing your USP - Describes strategies for marketing your USP Justin Pugsley is a business marketing expert who was born in Kenya, raised in France and lives in the UK. He loves English ales, curry 80s music - preferably all at the same time.

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