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Do you have some great ideas for new products or services but lack the skills to market them? Are you currently being hampered in your job by a lack of understanding of basic marketing techniques? Would you like to be taking full advantage of all that new technology offers you in marketing? If you answer 'yes' to any of the above, then this book is for you. Packed full of tips and techniques and real life examples, this book offers you all that you need to know about basic marketing skills. Topics covered include: the marketing plan; direct marketing made simple; writing compelling sales copy; getting the right marketing mix; telemarketing and managing PR.

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