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Business Is Like a Box of Chocolates: How to Be the Cream Amongst the Nuts! a Delicious Marketing Assortment to Thrive and Survive in Any Economy! (Paperback)

By Pervaiz R Karim

Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Business is Like a Box of Chocolates In Business is Like a Box of Chocolates, Pervaiz delves into the delectable marketing choices business owners have to help them thrive and survive while turning their business into the sought after cream amongst the nuts. During these challenging economic times, many business owners have opted to trim their marketing and advertising budgets to the bare bones. Pervaiz believes this is the last thing any business owner should do - especially now. Instead, he offers an assortment of proven techniques, tools and business strategies to market and grow a business no matter how good or bad the economy might be. Business is Like a Box of Chocolates is a practical and easy to understand treasury of marketing wisdom that moves you through: Turning satisfied customers into referral factories Maximizing sales power through customer testimonials Understanding why an online presence is a necessity, not a luxury Unlocking the Internet doors to phenomenal sales Demystifying the nine facets of successful Internet marketing Taking the ten steps to succeed and grow your business Opening the Business Marketing Toolbox...



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