



The Marketing Guide: Sustainable Strategy for Small Business (Small Business Guides Book 5)

Christie Karis

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The Marketing Guide is a handbook for developing marketing strategies that contribute to a sustainable small business. The Marketing Guide assures that marketing strategies are grounded in market intelligence and the dynamics of the marketplace.

The Marketing Guide will show the reader how to assess the market, measure potential, develop a compelling offering and formulate marketing strategies that capture market share. Most importantly, the concepts and language presented in the Marketing Guide have been shaped to fit a small business.

There is treasure to be found in working with the Marketing Guide – market perspective. Market intelligence can tell us what to do and why. The market perspective gained from working with the Marketing Guide is gift that keeps on giving.

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