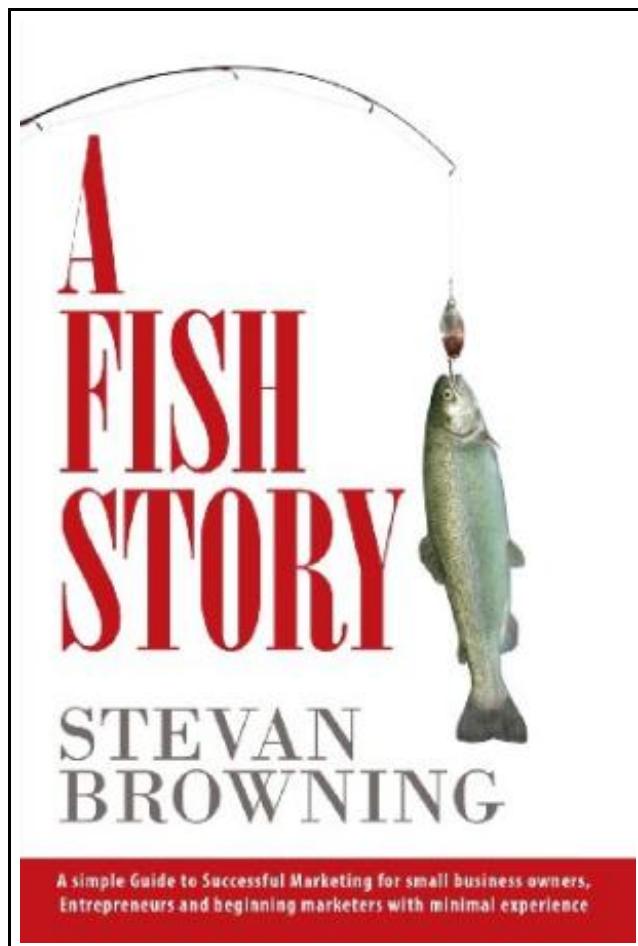


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Outskirts Press, 2013. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Who Should Read This Book and Why? A Fish Story is a simple guide to successful marketing. It is intended for small business owners, entrepreneurs and beginning marketers with minimal experience. Steve demystifies the art of marketing in this lighthearted guide. You'll learn proven techniques to help you identify, attract and connect with your audience, pique their curiosity, and motivate them to take action. In the beginning it will take time and effort. But be confident in knowing you can become skilled in using these techniques to attract not only more customers to your business, but the right customers, the customers your business needs to grow and prosper. Note From The Author: In a competitive marketplace, you need to do more than simply keep your existing customers happy. To grow your business, you need to bring on new customers, and that means effective marketing. A Fish Story portrays marketing in such a way that any small business owner or entrepreneur can quickly understand and grasp the importance of marketing even at its most basic level. The skills and techniques used to illustrate the sport of bass fishing may not be entirely accurate in the eyes of a skilled fisherman. I have used some personal knowledge of the sport to add a level of credibility. Additionally, I have taken creative liberties where needed to best align the story and characters with the fundamental steps and principles of marketing. As you begin to implement the tools provided in the story, you will move towards a greater level of understanding of the value of marketing. Although you may not immediately grasp every element needed for success, with time, study, and help from an experienced mentor, you...

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