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The Marketing Guru: Capitalism lor Dummies and tow to Get Yours Marketing for Students, Managers and Entrepreneurs Carrington B. Davis

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Reviews

This pdf is fantastic. It really is basic but shocks inside the 50 % in the pdf. I realized this pdf from my i and dad encouraged this pdf to discover. (Hunter Witting)

THE MARKETING GURU: CAPITALISM FOR DUMMIES AND HOW TO GET YOURS (PAPERBACK)



Createspace, United States, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Marketing Guru is a pocket aid on Marketing and Economics that is something fun and easy to read, for students, entrepreneurs and organization managers who have an entry level understanding of Marketing. It s for people who want to learn how all this came about and how to make it usable. I was inspired when I was teaching college and needed something to complement textbooks for students who were grabbing the mechanics of Marketing but not its essence, the ability to understand how to feel for the need in the marketplace and the methods to satisfy demand. There is a touch of the intuitive involved as well. With a little understanding of the free-market system, what it is and how it works, Entrepreneurs begin to see a market for what it is. Entrepreneurs have a reference and perspective for success. This is a valuable foundation to have. In this new world of technologically-driven personal global communications, the introduction of new ways to link people, groups of people, and organizations creates new markets. This is a short and composite approach to the subject. One reviewer said, Your approach is refreshing as it differs from the typical academic and scientific approach. I think the book is great. I hope you agree.

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