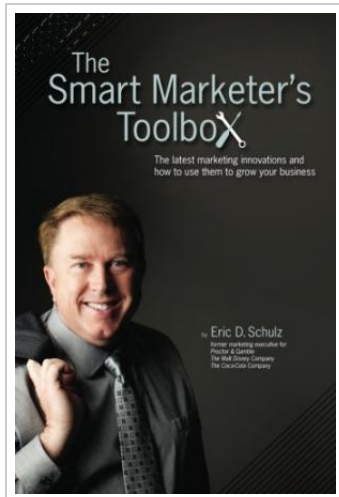




The Smart Marketer's Toolbox: The Latest Marketing Innovations and How to Use Them to Grow Your Business (Paperback)

By Eric Schulz

Createspace Independent Publishing Platform, 2012. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.The Smart Marketer's Toolbox uses the marketing innovations created by the social media and technology revolutions in combination with proven, time-tested marketing strategies to create a blueprint that can help anyone create world-class marketing plans. Small and mid-sized business owners trying to steal away customers to grow their business; entrepreneurs developing new products and services; even seasoned marketers and CEO's seeking ways to invigorate established enterprises will all find valuable insight and strategies that can be implemented today! Technology is the force around which marketing orbits. New technology, media and hardware are being created at breakneck speed to help marketers reach consumers. Just when you think you're up-to-date on the latest Smartphone innovation, mobile app, social network, Twitter, YouTube, Pinterest or other invention, something new comes along that changes everything. Many young marketers growing up in this age of rapid technological advancement are so focused on taking advantage of the next new thing, they've failed to learn or integrate basic marketing strategies that have been time-proven to work. Many seasoned marketers, having embraced and found success using the...



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