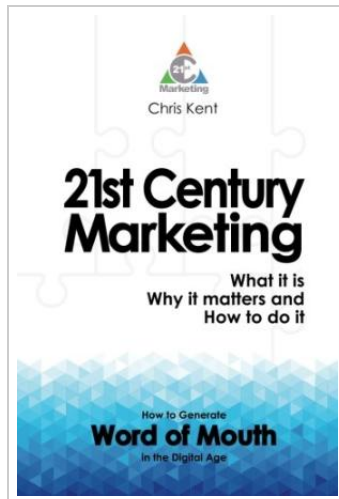




## 21st Century Marketing: What it is, Why it Matters and How to Do it: How to Generate Word of Mouth in the Digital Age (Paperback)

By Chris Kent

21st Century Marketing, United Kingdom, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. 21st Century Marketing: What it is, why it matters and how to do it is a comprehensive full colour guide to the 21st Century Marketing System. It takes you through the entire process step-by-step and show you precisely how to create your own 21st Century Marketing Blueprint specifically tailored to your exact business needs. It's been over two years in development and is based on solving a real problem experienced by real entrepreneurs and small business owners on a daily basis. During my research a common complaint was best articulated by one business owner in Jersey who said: It's a real jungle out there and it's all so complex - what with digital marketing, social media and everything else. Plus there are so many self-proclaimed experts talking about so many different things it's impossible to know who to trust and where to start. Marketing generally is just so confusing these days it's a real nightmare for people like me. The 21st Century Marketing System offers a simple solution to a complex problem. This book is...



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