

Marketing Words of Wisdom (Paperback)

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Reviews

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Caliente Press, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Ideal for marketing professionals, non-marketers, business executives, and entrepreneurs, Marketing Words of Wisdom provides guidance, tips and directions on the key marketing areas impacting future business success. Over the years, marketing consultant and brand strategist Steven Howard has jotted notes to himself on marketing concepts, ideas, philosophies, and pithy tips that he could share with clients or use in his writing. These notes have been compiled into Marketing Words of Wisdom and cover four key topic areas: Customer Retention Corporate Image and Branding Marketing Marketing As A Business Driver Written for today s marketing professionals, non-marketers, business executives, and entrepreneurs, Marketing Words of Wisdom provides a range of guidance, tips, and directions on the key marketing areas driving future business success. Equally as important, Marketing Words of Wisdom will help readers formulate their own thoughts and ideas on what successful marketing means for their organizations. Steven Howard is a leading marketing strategist, positioning specialist, consultant, and author whose 35-year marketing and sales career has covered a wide variety of fields, ranging from consumer electronics to publishing and from a national airline to personal financial products. Founder of Howard Marketing Services, he consults on a regular basis to companies in the financial services, education, industrial products, consumer products, restaurants, petroleum, publishing and hospitality fields.

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