



# Easy Step by Step Guide to Marketing (Easy Step by Step Guides)

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## **Easy Step by Step Guide to Marketing (Easy Step by Step Guides) Pauline Rowson**

All businesses have one thing in common - they need customers. So how do you get customers? How do you get them to buy from you? How do you build a competitive edge for your organization? This guide provides vital tips to help you win business and keep your existing customers coming back for more. The book features tips on: how to win and keep customers; how to understand your customers and their needs; how to make your organization more marketing orientated; how to use promotional tools to target customers; how to build a competitive edge for your organization; and how to draw up a marketing plan for your business.

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