



What You Need to Know About Marketing

Simon Middleton

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Marketing is shrouded in arcane mystery and buzzwords. It frightens many and bewilders others. Yet every business, from the hand-car-wash by the side of the road, to the world's most famous brands, engage in marketing every single day. This is an essential, reliable, speedy and up to date guide to the most robust and important concepts in marketing.

This book shows you how to understand and do marketing without having to study a degree or a diploma in it. Along the way it shows you what has been learned about marketing over the centuries, what experts can teach us that we can use ourselves, how marketing has changed in our new 'digital' world, and how to avoid classic mistakes.

In short, this is all you need to know about marketing.

Introduction - Marketing: the world's second oldest business activity

Chapter 1 - The Product.

Chapter 2 - The Marketing Strategy and the Marketing Plan

Chapter 3 - Your Customers.

Chapter 4 - Pricing and Promotion

Chapter 5 - Placement or Distribution.

Chapter 6 - Customer Engagement

Chapter 7 - Branding

Chapter 8 - Social Media and Digital Marketing

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