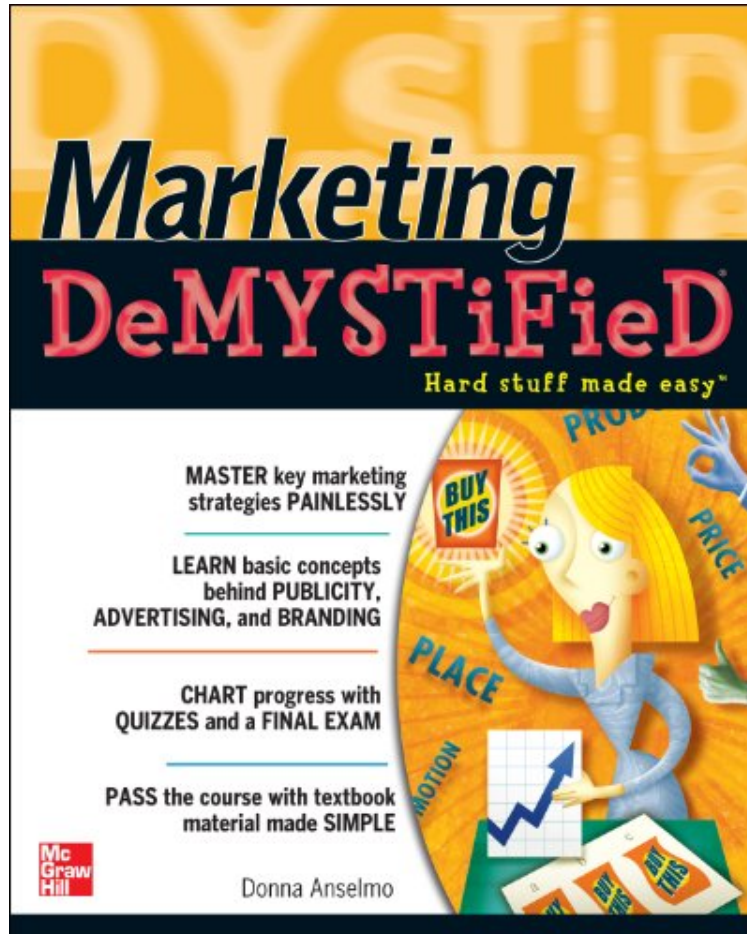


Marketing Demystified

Donna Anselmo

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The goal of marketing is simple: attract customers who will purchase your product. Getting there, though, isn't so easy. Real marketing success involves a strong foundation in everything from planning, advertising, and publicity to Internet strategies, database management, and more. Enter Marketing DeMystified. Addressing every step of the process in plain English, it helps you master all the tools at your disposal to cultivate strong brand awareness, maximize profits, and build lasting customer loyalty. Featuring realworld examples, end-of-chapter quizzes, and a final exam, Marketing DeMystified is the fuel you need to power up your marketing machine and start producing results. This fast and easy

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About the Author About the Author Donna Anselmo is founder and CEO of BOLD Marketing Solutions, Inc., an integrated marketing and training firm specializing in brand strategies and communication. She hosts BOLD TALK Business Radio, a weekly AM radio program that educates business leaders, managers and entrepreneurs on marketing and business strategy. She has developed curricula for continuing education programs, which were offered by Adelphi University, Hofstra University, and Stony Brook University. She has also authored articles for various media, including The New York Times.