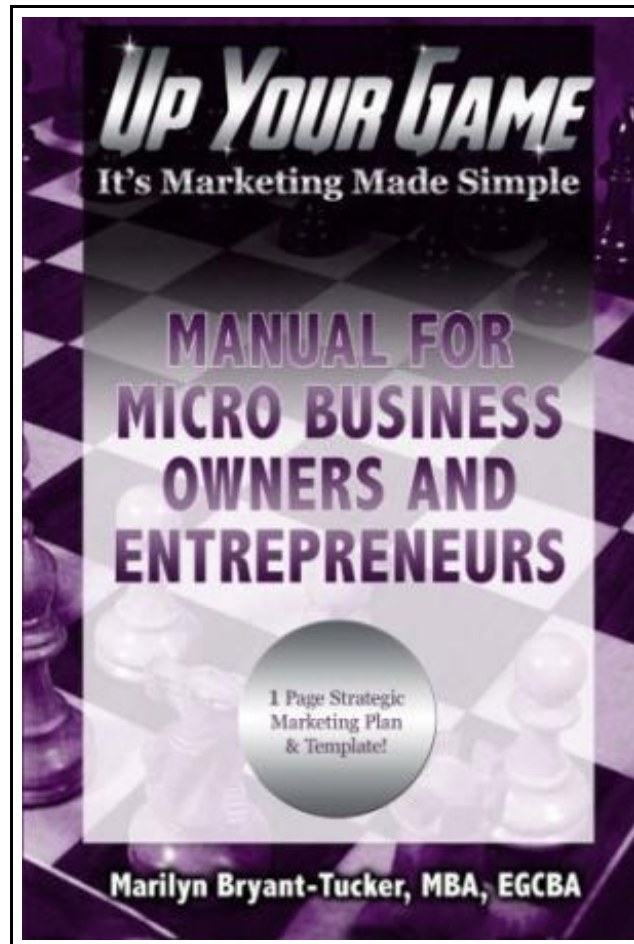


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Mbt Marketing Solutions Publishing, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Up Your Game: It s Marketing Made Simple - Manual for Micro Business Owners and Entrepreneurs is designed to teach business owners how to stay on top of their game. Learn how to eliminate business hatred and jealousy by learning how to run your own race, stay in your lane and stay relevant. Learn how not to resent another business owner just because of their perceived success. Micro and small business owners will learn strategic marketing strategies and tactics. Learn how to market, brand your company, and gain a competitive advantage. Learn how to reach your target market and niche to gain more consumers. Learn how to set concrete and realistic goals, short-term goals, and long-term goals for your business, and events. Running your own business is often difficult, but not for the reasons you might think. Most believe the biggest challenge is having enough money or finding enough customers. Not so. The biggest challenge you will face as a business owner is marshalling your resources, and the key resource is time. If you spend time on anything but doing what it takes to build and grow your business, you are actively fighting your own cause. As the CEO of the company, your time is at a premium. In fact, your time is supreme. Even five minutes devoted to something other than the two or three key things that will build a customer base and growing revenue is five minutes spent on the wrong things. In matters of competition, being distracted by petty disputes of any given business day, many CEO s make the mistake of actually paying attention to things they a) have no...



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