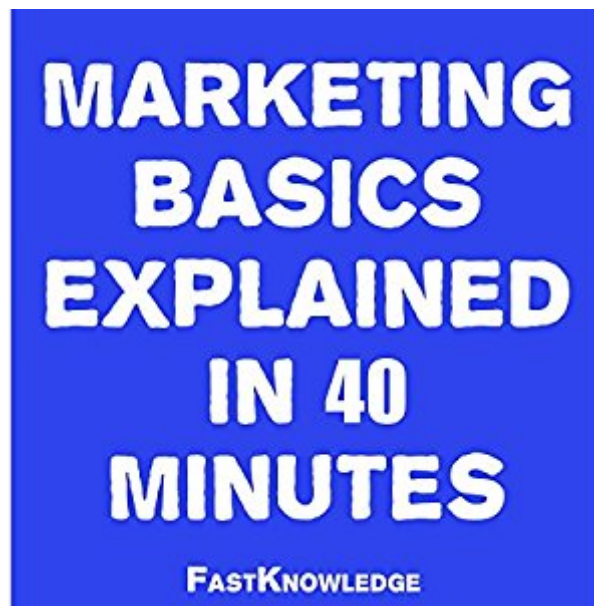




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Marketing Basics Explained In 40 Minutes: FastKnowledge, Book 1



Synopsis

FastKnowledge delivers up-to-the-minute information covering everything on marketing basics in only 40 minutes of listening. This book is written to give essential information in a straight-to-the-point, easy to understand format. We have cut out the technical jargon and unnecessary filler to ensure you get the essential information you need to move your career forward with confidence. This guide will describe how the consumers make their choice when it comes to product and provider selection and why it is so important to stay focused on their needs and wants. You should be able to deliver your service to the right people if you are to be successful. Marketing is all about making people happy. Marketing is about getting what you want while providing what is needed from you. Moreover, it is very important to have fruitful and adequate communication with the customers in order to get through to them and present your product. This will help you project the desired image of your product or service and to get the targeted group of people acquainted with your offer.

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