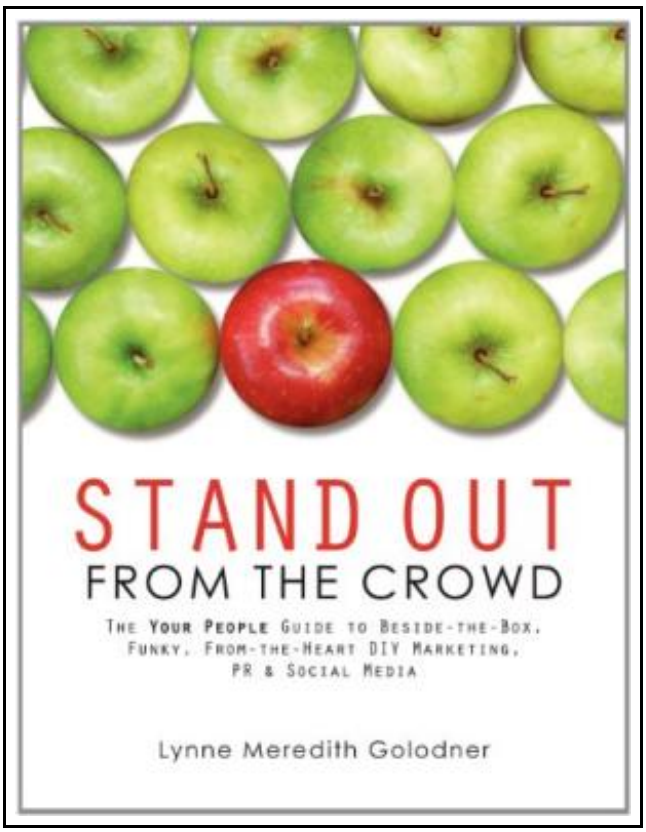
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Reviews

An exceptional book and also the font utilized was intriguing to read. This is for all who statte there was not a worth reading. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Prof. Tyson Hilpert)

STAND OUT FROM THE CROWD, THE YOUR PEOPLE GUIDE TO BESIDE-THE-BOX, FUNKY, FROM-THE-HEART DIY MARKETING, PR SOCIAL MEDIA (PAPERBACK)

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Front Edge Publishing, LLC, United States, 2012. Paperback. Book Condition: New. 244 x 188 mm. Language: English . Brand New Book ***** Print on Demand *****. Stand Out from the Crowd, the Your People Guide to beside-the-box, funky, from-the-heart DIY marketing, PR Social media is a fun, easy read that helps entrepreneurs, startups and small business owners get a handle on marketing. Written by entrepreneur, writer and business expert Lynne Meredith Golodner, this book gives you an easy do-it-yourself understanding to creating a comprehensive marketing campaign that will build exposure for your business by building strategic relationships. Sections include detailed focus on public relations, social media and an array of marketing endeavors, all of which focus on connecting companies with the people who are likely to become loyal, returning customers and your best word-of-mouth marketers. Golodner writes, The quintessential American dream lies in the belief that anything is possible, that hard work pays off, giving us infinite success, happiness and a sense of a job more than well-done. The American dream is to live our lives the way we choose, to fill our days with the activities and interactions that give us meaning and make a life. If your dream includes creating a business you own yourself and over which you are lord, then you already know there are many, many details to think about. Budgets. Products. Customers. Location. Exposure. Repeat business. Collaboration. Growing, building, thriving. It s the nitpicky details, the step-by-step layout of a business, that causes most people confusion, angst and ultimately, failure. In the worst economy of my lifetime, as a single mother to three young children, I created a company that grew financially every year since its creation. What s more, I love what I do. Your People builds business by building relationships. To build...

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