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Marketing Mindset: The Ultimate Guide to Positioning Yourself as the Expert in Your Niche (Paperback)

By Mark E Klipsch

Meka Multicast Marketing, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.With 35 years of strategic business building and turnaround experience, Mark Klipsch, CEO of M. E. Klipsch Associates and MEKA Multicast Marketing, is just the person to spill the beans on the best ways to build a business. Using his expertise, plus knowledge gained from his three greatest mentors, Dan Kennedy, Mike Koenigs and Frank Kern, Klipsch, in Marketing Mindset, provides powerful, useful and actionable information that all business owners can utilize - whether you've been in business for years or are just starting out. In this book, you'll discover the formulaic principles he's applied to the startup or turnaround of over twenty businesses in varied industries such as transportation, financial services and package engineering. In Marketing Mindset: The Ultimate Guide to Positioning Yourself as the Expert in Your Niche you'll find the keys to: Understanding who your ideal customer is and is not Developing a powerful message that speaks directly to your ideal customer Identifying media channels that reach your ideal clients most effectively Building an influential platform that establishes You...



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