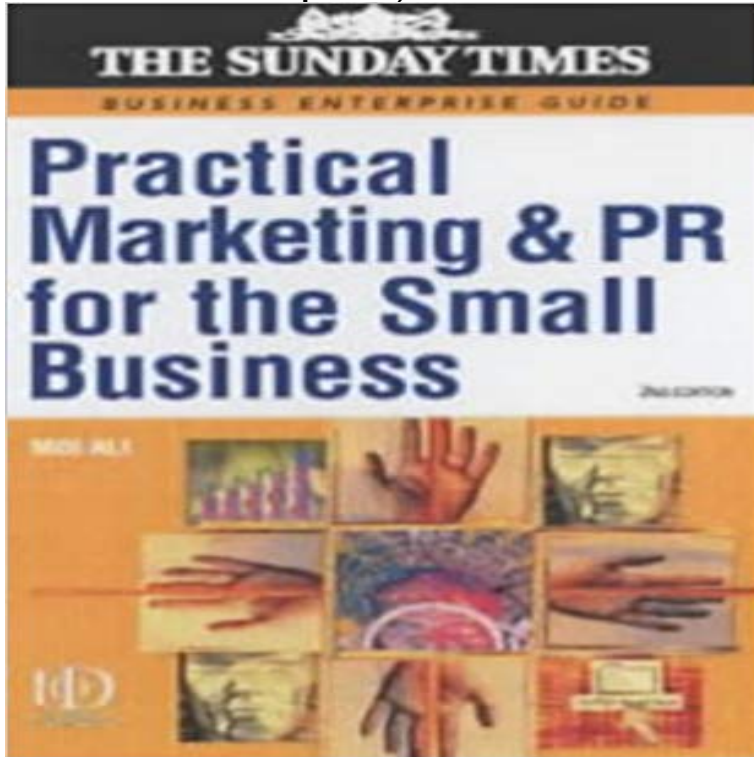


Practical Marketing and PR for the Small Business (Sunday Times Business Enterprise)



Few small and medium sized businesses use PR and marketing effectively - if they use them at all. This book seeks to change all that by providing accessible, practical advice with plenty of tips, hints and ideas. Primarily aimed at small businesses with limited marketing/public relations budgets, this edition also has much to offer larger more affluent companies. The advice should enable any organization to maximize the results from their marketing/PR campaigns, ensuring they are effective and profitable. Topics covered include defining a marketing/PR strategy, using the media, designing publicity, advertising, promotion, direct mail techniques and customer research and care. Equally applicable to the sole trader or the medium sized company, this book should be useful reading for those looking to raise the profile of their business.

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