



# Marketing (Collins Business Secrets)

*Peter Spalton*

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## Marketing (Collins Business Secrets) Peter Spalton

The marketing secrets that experts and top professionals use.

Get results fast with this quick, easy guide to the fundamentals of Marketing

Includes how to:

- Position your product for a target market
- Build a brilliant marketing plan
- Create stunning branded marketing materials
- Use memorable publicity to build market interest
- Take advantage of new technology

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