



Making Everything Easier!™

3rd Edition

Marketing

FOR

DUMMIES®

Learn to:

- Find a marketing strategy that's right for your business
- Write a winning marketing plan
- Connect with your customers and find out what they really want
- Make use of the latest (and established) marketing techniques

Ruth Mortimer, et al.





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Marketing For Dummies[®], 3rd Edition

Visit

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to view this book's cheat sheet.**

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Cheat Sheet

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**by Ruth Mortimer, Greg Brooks,
Craig Smith and Alexander Hiam**



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Craig works closely with industry trade bodies the Association of Publishing Agencies and Business in the Community to promote best practice in the areas of customer magazines and cause related marketing.

Alex Hiam is a consultant, corporate trainer, and public speaker with 20 years of experience in marketing, sales, and corporate communications. He is the director of Insights, which includes a division called Insights for Marketing that offers a wide range of services for supporting and training in sales, customer service, planning, and management. His firm is also active in developing the next generation of leaders in the workplace through its Insights for Training & Development. Alex has an MBA in marketing and strategic planning from the Haas School at U.C. Berkeley and an undergraduate degree from Harvard. He has worked as marketing manager for both smaller high-tech firms and a *Fortune* 100 company, and did a stint as a professor of marketing at the business school at U. Mass. Amherst.

Alex is the co-author of the best-seller, *The Portable MBA in Marketing* (Wiley) as well as *The Vest-Pocket CEO* and numerous other books and training programmes. He has consulted to a wide range of companies and not-for-profit and government agencies, from General Motors and Volvo to HeathEast and the U.S. Army (a fuller list of clients is posted at www.insightsformarketing.com).

Alex is also the author of a companion volume to this book, the *Marketing Kit For Dummies* (Wiley), which includes more detailed coverage of many of the hands-on topics involved in creating great advertising, direct mail letters, Web sites, publicity campaigns, and marketing plans. On the CD that comes with the *Marketing Kit For Dummies*, you'll find forms, checklists, and templates that may be of use to you. Also, Alex maintains an extensive website of resources that he organised to support each of the chapters in the book.