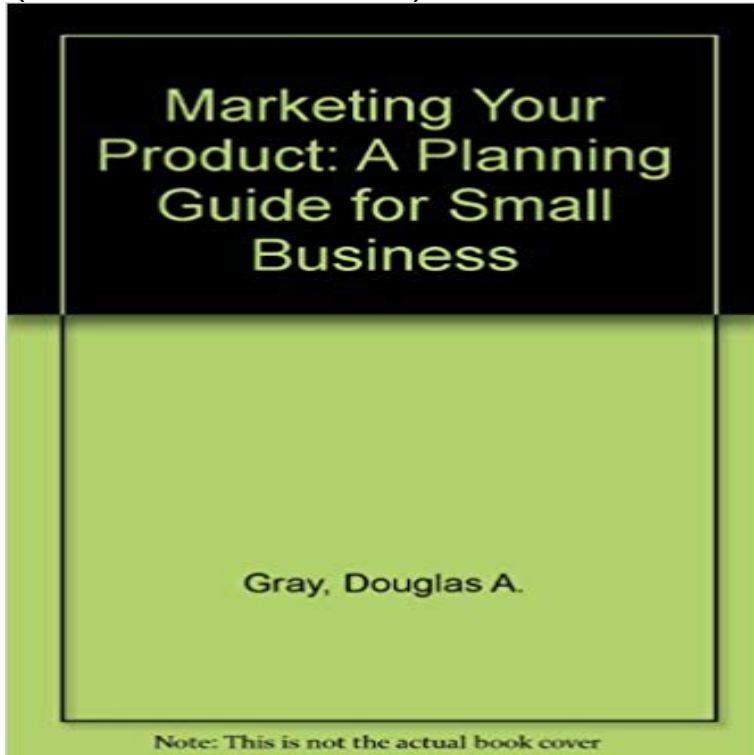


Marketing Your Product: A Planning Guide for Small Business (Self-Counsel Series)



Here is a marketing book for the real world, not just the classroom. Its an informative planning guide that covers marketing essentials and shows how a company can carve a niche for its product in a competitive, fast-paced, and often fickle consumer environment. Authors Donald Cyr and Douglas Gray show how marketing really works. They reveal the whys and hows of everything from advertising to distribution, positioning to consumer behavior, naming the product to pricing it right. All terms are clearly explained, theories demystified, and procedures mapped out step by step with plenty of helpful worksheets. The second edition of this long-trusted guide includes new sections on the difference between selling and marketing, how to use demographics and psychographics to better understand customers, and how to successfully establish a product in foreign countries.

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