



## The Seven Deadly Sins of Advertising and How to Avoid Them: Small Business Marketing (Paperback)

By Professor Glyn Williams

Createspace, United States, 2013. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Our Hottest Book for Small Business Marketing Tips Sometimes business marketing feels like a black art , especially when it comes to creating effective advertising. Some ad s work great and some seem to drop off some kind of cliff. In reality most business advertising is done by owners that are trying hard, but end up just stabbing in the dark frustrated. How would you like the ability to create effective advertising not once, but every time? This marketing book gives you a step by step, proven method of the best advertising techniques to produce highly effective business advertising that will exponentially increase the sales and leads generated every single time. Even if you ve never written an advert before and don t have a clue where to start. The six-step system where you will create the perfect message, target the right people, design your perfect branding message and spend your money in the right place. That s effective advertising ! One of the best, most effective advertising books I have ever read Keith NYC The advertising techniques...

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