



Marketing Your Business: Make the Internet Work for You Get into Exports Learn about Products and Pricing (Business Success)

John Westwood

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Although the basic principles and theories of marketing haven't changed, many of the tools have. With new reliance on online tools to get results, it's more important than ever for businesses to be up-to-date on the latest techniques.

Marketing Your Business covers all of these aspects of marketing to develop a strategy and increase profit, including detailed advice on how to carry out market research in the digital age and how to use the resulting information to develop specific objectives and strategies. It explains how to use the internet, set up websites and online shops, use traditional and online public relations including social media, plan advertising and sales promotion campaigns, prepare sales literature and manage exhibitions.

Also with practical advice and tips on getting into export as well as a thorough explanation of the new market concept of Application Selling, *Marketing Your Business* is an all-in-one guide to everything you need to know about marketing today and is an essential resource for your business.

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