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Start-Up CEO s Marketing Manual (Paperback)

By Guy Smith

Free Thinkers Media, United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Peter Drucker correctly concluded that business is entirely innovation and marketing, and yet innovative entrepreneurs don't know marketing. You can tell by the ever-growing Silicon Valley dead pool. The Start-up CEO s Marketing Manual is their guide to marketing strategy. Guy Smith, the founder and principal strategist at Silicon Strategies Marketing, wrote the Start-up CEO s Marketing Manual to give founders and start-up CEOs a firm understanding of marketing strategy with which to guide their companies. Smith's 20 years in high tech marketing in Silicon Valley has given him both razor-sharp insights and a comically blunt way of guiding entrepreneurial thinking. The Start-up CEO s Marketing Manual takes you, the start-up founder, through the structured rigors of developing your corporate go-to-market strategy. The Start-up CEO s Marketing Manual lays out the fundamentals of market definition, segmentation, buyer profiling, whole product definitions, positioning, branding and messaging. This rapid-fire boot-camp ensures that you will guide your teams and your marketing employees away from the common cliffs of epic failure.



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Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Your life period will likely be transform once you comprehensive reading this book.

-- **Blanca Davis**

An extremely wonderful book with lucid and perfect information. It is one of the most awesome publication i have read. Your life period will probably be enhance the instant you total looking at this pdf.

-- **Prof. Dan Windler MD**