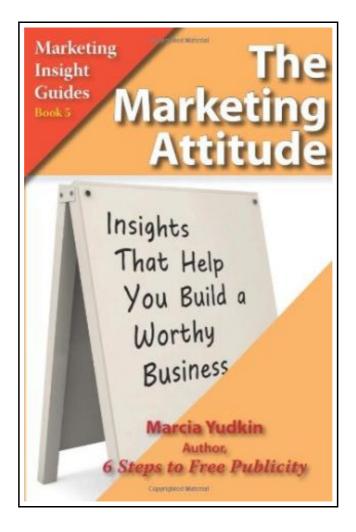
# The Marketing Attitude: Insights That Help You Build a Worthy Business (Paperback)



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(Dee Halvorson)

# THE MARKETING ATTITUDE: INSIGHTS THAT HELP YOU BUILD A WORTHY BUSINESS (PAPERBACK)



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Creative Ways Publishing, United States, 2011. Paperback. Book Condition: New. 213 x 140 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Happily Create Customers for Keepslf marketing is the art of creating a customer, sustainable marketing creates customers who want to stick around and who match the values and approach of the business owner or organization. Discover the rarely discussed assumptions and actions underpinning the ability to build a solid base of customers you enjoy doing business with.Drawing upon her 30 years of business successes and mistakes, creative marketing expert Marcia Yudkin explains the principles that help entrepreneurs and companies attract a distinct set of buyers while maintaining the enthusiasm of both sides. According to Yudkin, following formulas that worked for someone else doesn t guarantee a successful outcome for you. Instead, cultivate your own business philosophy, tone, persona and pace. \* QUALITY: Earn attention and loyalty by setting high standards and ignoring those who talk about business as a numbers game \* INDIVIDUALITY: Discard myths standing in the way of your unique path to success\* TIMING: Cultivate patience-a marketing necessity\* DOWNTURNS: Know how to prevent and recover from a business famine\* INFRASTRUCTURE: Understand why Rinse and Repeat is a profitable marketing mantra\* SERVICE: Learn what customers really care about and why\* FANS: Develop resiliency and staying power via a core group of supporters Marcia Yudkin is one of the very few hype-free and totally trustworthy sources of marketing information out there. -Nick Usborne, Author, Net Words and New Path to Riches.

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