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This I Know Marketing Lessons

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This I Know: Marketing Lessons from Under the Influence by adman Terry O'Reilly is a tool that all companies, large or small, could benefit from. The author is an expert in the field of attracting customers to most businesses, sometimes simply by dedicating their energies toward the smallest details.

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This I Know: Marketing Lessons from Under The Influence is a collection of marketing epiphanies to help companies outsmart their competitors, not outspend them. This is a book for all the small and medium-sized marketers who can't afford a high-priced advertising agency. Categories: Books, Merchandise. Description.

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From understanding what business you're really in and foregoing the extra mile in favour of the extra inch, to the benefits of counterintuitive thinking and knowing an opportunity when you see one, This I Know will help anyone understand the fundamentals of good marketing strategy and building the relationships that turn good marketing into great results, no matter how big or small your budget.

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