



Beat the Recession: Proven Marketing Tactics

By Carol A E Bentley

Promote Your Business Ltd. Paperback. Book Condition: New. Paperback. 472 pages. Dimensions: 8.4in. x 5.4in. x 1.1in. Beat any recession, boost your sales with these proven and easy to implement marketing and copywriting tactics. Powerful sales letter writing techniques, innovative marketing ideas and fresh business tips are helping many business owners boost their growth; effectively beating global economic downturns. Now you can discover the valuable advice they take from Carol Bentley's online blog and use on a daily basis. Carol Bentley shares her skills and knowledge from many years of business and sales writing experience on her online blog at www.copywriting4b2b.com. Now she has distilled this valuable advice into an easy to read and use reference book. Take action; implement the powerful techniques revealed in the selection of 139 posts from her copywriting blog. 28 Writing Tips Make Your Sales Letters Zing 27 Direct Marketing Insights Boost Your Sales Results 37 Articles Save Time and Deliver Valuable Business Resources 11 Inspirational Pearls of Wisdom Motivate You To Success 13 Web Marketing Tips Expand Your Global Reach And revel in the enlightened thinking revealed in the 19 contributions from these expert authors, each with their own popular online blog.



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