



Cross Marketing: Here s Your Wake Up Call

By Marlin R. Bollinger

AUTHORHOUSE, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Cross-Marketing: Here s Your Wake up Call, follows the career of Marlin R. Bollinger, a successful company man gone independent, and departs the wisdom he gained along the way. The book reveals proven business and marketing strategies for both financial services agents and property casualty agents. Its direct approach encourages readers to first understand the financial services history and then to see its future potential. This book is the wakeup call for agents looking to build their agencies through cross-marketing diversification.



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