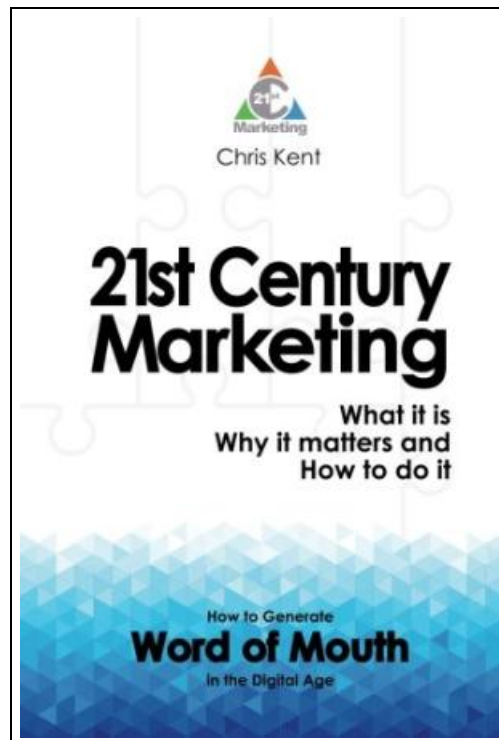


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21st Century Marketing: What it is, why it matters and how to do it is a comprehensive full colour guide to the 21st Century Marketing System. It takes you through the entire process step-by-step and show you precisely how to create your own 21st Century Marketing Blueprint specifically tailored to your exact business needs. It s been over two years in development and is based on solving a real problem experienced by real entrepreneurs and small business owners on a daily basis. During my research a common complaint was best articulated by one business owner in Jersey who said: It s a real jungle out there and it s all so complex - what with digital marketing, social media and everything else. Plus there are so many self-proclaimed experts talking about so many different things it s impossible to know who to trust and where to start. Marketing generally is just so confusing these days it s a real nightmare for people like me. The 21st Century Marketing System offers a simple solution to a complex problem. This book is your map of the modern marketing jungle, drawn by an expert who s fought their way through the highs and lows of the modern marketing landscape and cut a path for you to follow. A well experience and highly qualified professional you can trust - and someone who actually walks their talk . This is the first book in the 21st Century Marketing series, its purpose is to give you a solid foundation in modern marketing - and a fighting chance! It covers a number of key business and marketing concepts and you ll come away with a good understanding...

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