



## Duct Tape Marketing: The World's Most Practical Small Business Marketing Guide

By John Jantsch

Thomas Nelson Publishers, United States, 2011. Paperback. Book Condition: New. Revised and Updated ed. 211 x 142 mm. Language: English . Brand New Book. Is Your Marketing as Simple, Effective, and Affordable as Duct Tape? Let's face it, as a small business owner, you are really in the business of marketing. The problem for most small business owners is that they suffer from marketing idea of the week syndrome instead of implementing a systematic approach to the problem of small business marketing. In Duct Tape Marketing, renowned Small Business Marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you knew you could have when you made that decision to go out on your own. CAREFUL! Duct tape is a serious tool. It sticks where you put it. So are the ideas in this book. If you're ready to make a commitment and are willing to make something happen, John's book is a great place to start. Seth Godin, author of Purple Cow For all those who wonder why John Jantsch has become the leading advisor and coach to small businesses everywhere, Duct Tape Marketing...



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