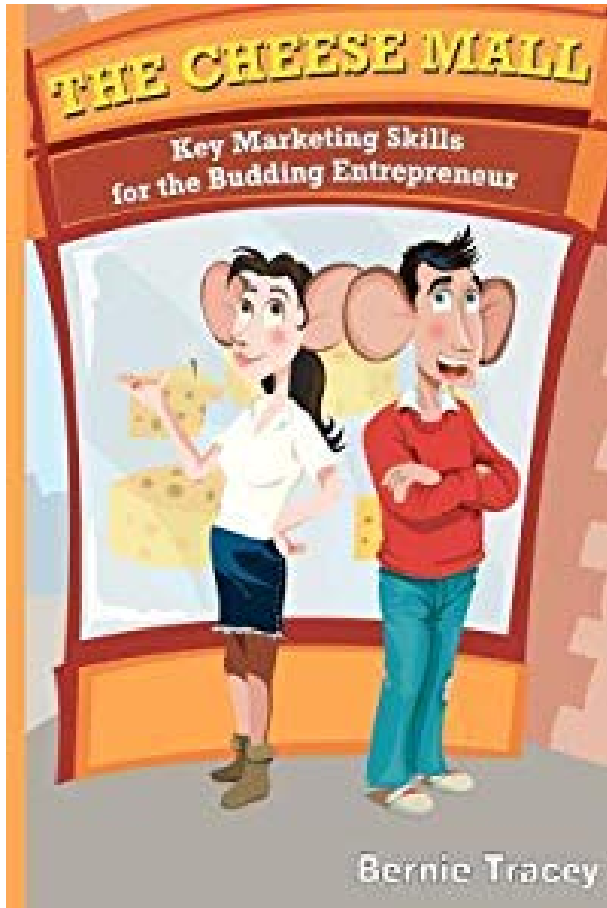


The Cheese Mall: Key Marketing Skills for the Budding Entrepreneur



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What is Marketing? My experience of working with new start-ups is that Marketing is often their biggest problem. They need to attract customers into their business and they are overwhelmed by this prospect. This simple, easy to read book will help you draw up a Marketing Communications Strategy to let your customers know that you are open for business. It covers Branding, How to write a Business Plan and much more in a simple way and in plain english with absolutely no jargon. It will take you than one hour to read this book and it will teach you all the key marketing skills that you will need for your business. Bernie Tracey, Author of The Cheese Mall