



The 12 Rules of Millennium Marketing Your Only Choice is to Lead or Migrate.

By Victoria Blanton

iUniverse. Paperback. Book Condition: New. Paperback. 180 pages. Dimensions: 9.1in. x 6.1in. x 0.5in. Are you a Leader or a Migrator? Rule 1 - Get a Plan in order to get results. Rule 2 - Make e Business your Business, get connected, sell time, be in real time, or go out of business. Rule 3 - Design for the Mind with mind positioning, mind stimulation, the power of words, and brain functions. Rule 4 - Raise the Bar by communicating the level of expectation. Rule 5 - Marketing is an Investment in substance and 7 key talents. Rule 6 - Measuring Performance because if it can't be measured, it can't be improved. Rule 7 - Problems are Delayed Solutions with the Universal Formula. Rule 8 - You Must be Willing to Sweat with 8 underused tactics. Rule 9 - If You Market, They Will Come, no more seasonal or soft market excuses. Rule 10 - Train the Troops with the new TEAM training approach. Rule 11 - Form Marketing Partnerships, with a MRFP. Rule 12 - The Law of Unintended Consequences, Nova when translated into Spanish means It doesn't go. This playbook is your one-stop shop. You will plan your marketing...



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Reviews

I actually started looking over this publication. It really is really interesting through studying period. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Dana Hintz

Good electronic book and valuable one. It really is basic but unexpected situations in the 50 percent in the pdf. You won't really feel monotony at any moment of your time (that's what catalogues are for concerning when you ask me).

-- Elisa Reinger

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