



Lean Marketing Explained

By Can Akdeniz

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****.Are you running a marketing business or thinking of starting one? You are starting your business from a small scale and have limited resources and are confused how to manage it all which restricted the amount of possessions? No matter what of the two categories you come into, the key thing is that your concern is with lean marketing and that is what this book is all about. Lean marketing is a strategic approach which is gaining popularity because of the positive results which it brings out. In order to flourish your marketing business without worrying about limited resources, lean marketing is what you need! What you will learn in this book: What exactly, lean marketing is Eric Ries thoughts on lean marketing 5 stages of lean marketing funnel A list of lean marketing principles Why you should choose lean marketing How you can apply this strategy to your small business setup Lastly, examples to prove that lean marketing is not a myth but is real If you really wish to challenge your competitors in...



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