

Marketing

Jurgen Wolff

Praise for Marketing for Entrepreneurs

'Reading this book will seriously enhance your competitive advantage and your opportunities of profitable growth.'

ERIC PEACOCK, CHAIR, ACADEMY FOR CHIEF EXECUTIVES

'Whether an actor, a CEO or the owner of a small business, you have to market yourself. Jurgen Wolff reveals innovative and practical techniques that will make you a star in the marketplace.'

MICHAEL BRANDON, STAR OF *DEMPSEY AND MAKEPEACE* AND *JERRY SPRINGER: THE OPERA*

'Marketing for Entrepreneurs *is spot-on! It is a modern, bang up-to-date book for anyone who runs their own business. Written in an easy-to-read style, this book contains small-business-friendly references, case studies and examples to bring the text to life. Excellent as a marketing refresher or for the first-time marketing virgin. Buy it before your competition does!'*

ROBERT CRAVEN, KEYNOTE SPEAKER AND AUTHOR OF BUSINESS BESTSELLER, *BRIGHT MARKETING*

Marketing and Selling for Entrepreneurs ebook

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