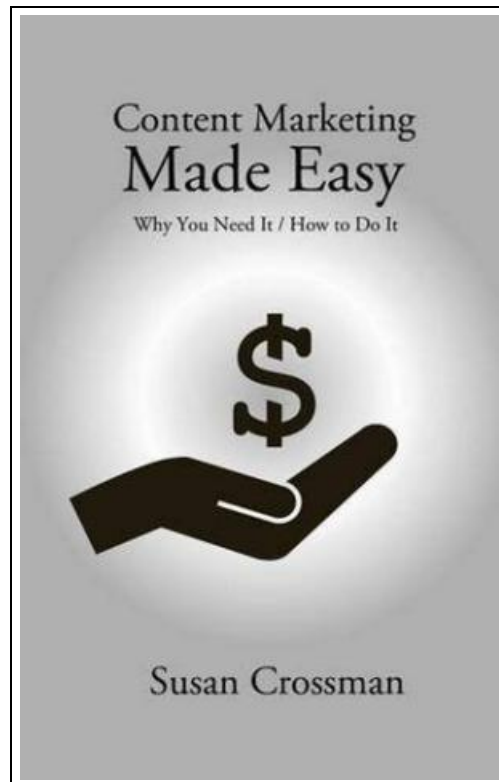


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Manor House Publishing Inc, Canada, 2015. Hardback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Susan Crossman, marketing expert and author of several critically acclaimed books, offers clear, easy-to-follow advice to make anyone - even a complete novice - a content-marketing pro in no time. great tips and techniques to give you the edge you need. - Michael Davie, author, Winning Ways We are moving towards a world where a huge percentage of business is done online and if you are not playing in that field, eventually you aren t going to have a business. the revolution has only just begun. the only constant in our world is change itself. Pretending these changes aren t happening won t make them go away. I believe that developing and polishing our online content is the key to the kingdom. it is a process that can be taught, learned and duplicated. Once you have a program up and running, it s a straightforward way to generate more business. Online marketing can be intimidating, no doubt about it, and I spend my days simplifying it for business people so they can generate more revenue as a result of their online activities. We focus on a subset of online marketing that currently flies under the label of content marketing. By the end of this book I aim to help you figure out what that is, why it s important and how it works, and hopefully I ll be able to crack open a door to the future for you and your business that is filled with possibility. - Susan Crossman, author, Content Marketing Made Easy - Why You Need It / How To Do It Susan Crossman is a veteran writer who has spent decades wielding the power tool of...



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