

minutes. By reading this summary, you will discover all the ways to use the "80/20 principle" in business and in your everyday life. You will also discover : that the "Pareto principle" is useful in strategy, marketing, sales, inventory and project management, negotiation; that most efforts do not produce the expected results; that a wide range of products makes you lose customers; that applying Pareto is above all about changing your mindset. With his book entitled "The 80/20 Principle, Doing More with Less", Richard Koch breathes new life into the law of least effort. Convinced that success and happiness are compatible, he explains how to earn money, live constructive relationships at work, and lead an enjoyable life. Are you ready to follow the guide? *Buy now the summary of this book for the modest price of a cup of coffee!

Deliver Big-Picture Marketing Plans for Pennies on the Dollar Successful marketing expert and copywriter Robert W. Bly cuts through the clutter of short-lived marketing techniques and trendy gimmicks to reveal the critical steps you need to cross over from business owner to marketplace competitor. Dishing bite-sized lessons, supported by in-chapter exercises and end-of-chapter actions, Bly coaches you in creating an effective marketing plan that produces the results of an expensive marketing consultant without the hefty cost. Learn how to: Develop a clear business vision Position your business and services strategically Research your market and target your ideal client Integrate online and offline marketing Put measurements in place to assess marketing tactics Create an effective implementation schedule Review and troubleshoot for future success and growth Whether embarking on a new venture or reviving your current business plan, this practical handbook provides the next steps toward business success and survival.

Marketing is civilized warfare. And as high-tech products become increasingly standardized—practically identical, from the customer's point of view—it is marketing that spells life or death for new devices or entire firms. In a book that is as fascinating as it is pragmatic, William H. Davidow, a legend in Silicon Valley, where he was described as "the driving force behind the micro processor explosion," tells how to fight the marketing battle in the intensely competitive world of high-tech companies—and win. Blunt, pithy, and knowledgeable, Davidow draws on his successful marketing experience at Intel Corporation to create a complete program for marketing victory. He drives home the basics, such as how to go head-on against the competition; how to "plan products, not devices"; how to give products a "soul"; and how to engineer promotions, market internationally, motivate salespeople, and rally distributors. Above all, he demonstrates the critical importance of servicing and supporting customers. Total customer satisfaction, Davidow makes clear, must be every high-tech marketer's ultimate goal. The only comprehensive marketing strategy book by an insider, Marketing High Technology looks behind the scenes at industry-shaking clashes involving Apple and IBM, Visicorp and Lotus, Texas Instruments and National Semiconductor. He recounts his own involvement in Crush, Intel's innovative marketing offensive against Motorola, to demonstrate, step-by-step, how it became an industry prototype for a winning high-tech campaign. Davidow clearly spells out sixteen principles which increase the effectiveness of marketing programs. From examples as diverse as a Rolling Stones concert and a microprocessor chip, he defines a true "product." He analyzes and explains in new ways the strategic importance of distribution as it relates to market sector, pricing, and the pitfalls it entails. He challenges some traditional marketing theory and provides unique and important insights developed from over twenty years in the high-tech field. From an all-encompassing philosophy that great marketing is a crusade requiring total commitment, to a careful study of the cost of attacking a competitor, this book is an essential tool for survival in today's high-risk, fast-changing, and very lucrative high-tech arena.

NEW CUSTOMERS ARE WAITING... FIND THEM ON FACEBOOK Facebook makes it easy for businesses like yours to share photos, videos, and posts to reach, engage, and sell to more than 1 billion active users. Advertising expert Perry Marshall is joined by co-authors Keith Krance and Thomas Meloche as he walks you through Facebook Advertising and its nuances to help you pinpoint your ideal audience and gain a ten-fold return on your investment. Now in its third edition, Ultimate Guide to Facebook Advertising takes you further than Facebook itself by exploring what happens before customers click on your ads and what needs to happen after—10 seconds later, 10 minutes later, and in the following days and weeks. You'll discover how to: Maximize your ad ROI with newsfeeds, videos, and branded content Create custom audiences from your contact lists, video views, and page engagement Use the Facebook Campaign Blueprint proven to generate your first 100 conversions Boost your Facebook ads using the Audience Network and Instagram Follow the three-step formula for successful video ads Maximize campaigns and increase conversions on all traffic to your website Track and retarget engaged users by leveraging the Power of the Pixel Make every page on your website 5-10 percent more effective overnight "If anybody can make practical sense of Facebook for marketers, it's Perry. He has his finger on its truth—as advertising media, not social media. He also realizes there is a short window of time during which it offers greatest opportunity. He identified this with Google AdWords. Now, this book shows how to capitalize on ideal timing with this media. Finally, he is a well-disciplined direct-response practitioner who holds this accountable for ROI. I bestow my 'No B.S.' blessing." —Dan S. Kennedy, legendary direct marketing advisor and author of the No B.S. series.

Small Business: Instant Action Ideas to Boost Sales, Maximize Profits, and Crush Competition It's one thing to have a great product or service, but it will never be a success unless your potential customers know about it. That's where marketing comes in. You don't need to be a rocket scientist to be a good marketer. But neither is there a silver bullet or one-size-fits-all solution. Every small business is different. Whatever business you are in, you need no-nonsense marketing strategies to secure a greater share of the market. This small business marketing guide is a small businesses best friend when trying to get noticed. To compete with the big brands, you need to make a big impact with your marketing ideas on a small budget. There are plenty of marketing tactics you can make use of that won't blow your budget. This online marketing guide will help and empower you to apply a clever marketing plan and ideas without breaking the bank, or your back. Tags: small business marketing, small business marketing ideas, social media marketing, business marketing ideas, advertising, digital marketing, direct marketing, low cost marketing, advertising techniques, online marketing, advertising and promotion, the ultimate small business marketing book, Dee Blick, 80/20 Sales and Marketing: The Definitive Guide to Working Less and Making More, Perry Marshall, Ron Allan, Traction: A Startup Guide to Getting Customers, Gabriel Weinberg, Justin Mares, Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less, Joe Pulizzi, The New Rules of Marketing and PR: How to Use Social Media, online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly, David merman Scott, Marketing Ideas For Small Businesses With Limited Budgets, Guerilla marketing: 10 creative small business marketing ideas Franchise Your Growth Expert franchise consultant Mark Siebert delivers the ultimate how-to guide to employing the greatest growth strategy ever—franchising. Siebert tells you what to expect, how to move forward, and avoid costly mistakes as he imparts decades of experience, insights, and practical advice to help grow your business exponentially through franchising. Learn how to: Evaluate your existing businesses for franchisability Identify the advantages and disadvantages of franchising Develop a business plan for growth on steroids Evaluate legal risk, obtain necessary documents, and protect intellectual property Create marketing plans, build lead generation, and branding for a new franchise Cultivate the franchisee-franchisor relationship

Guided by famed marketing consultant and best-selling author Perry Marshall, sales and marketing professionals save 80 percent of their time and money by zeroing in on the right 20 percent of their market — then apply 80/202 and 80/203 to gain 10X, even 100X the success. With a powerful 80/20 software tool (online, included with the book), sellers and marketers uncover how to slash time-wasters; advertise to hyper-responsive buyers and avoid tire-kickers; gain coveted positions on search engines; differentiate themselves from competitors and gain esteem in their marketplace. With the included tools they'll see exactly how much money they're leaving on the table, and how to put it back

