

The Marketing M.O. Guidebook

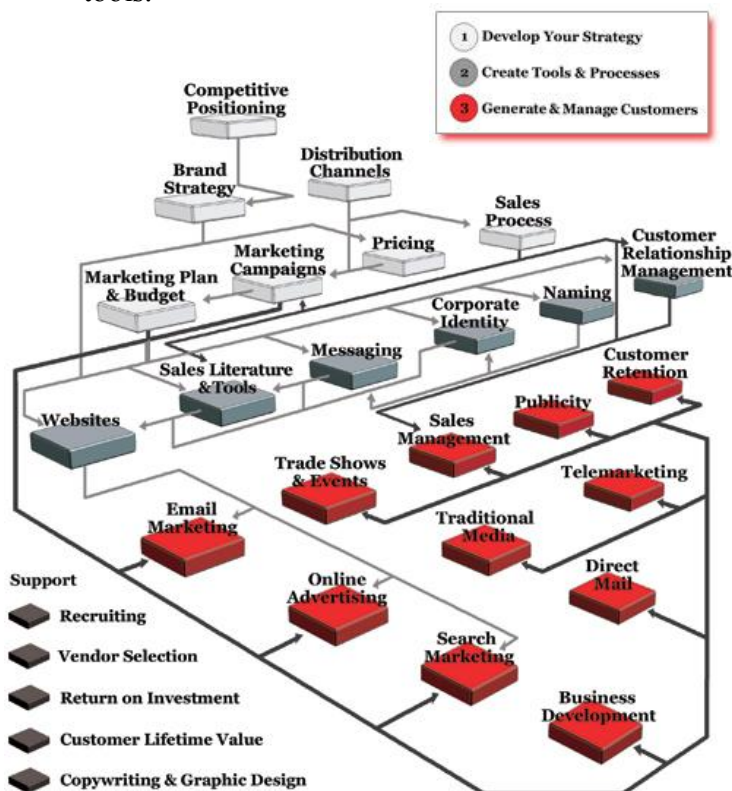
The Marketing M.O. Guidebook offers a straightforward, engaging introduction to 29 sales & marketing subjects from competitive positioning to customer retention.

Taking a new approach to education, the book strips away theory and focuses on specific, actionable description and steps. Using graphics, charts and short copy, the 96-page guidebook covers

- ▶ What the subject is
- ▶ Why it's important
- ▶ Best and worst-case scenarios
- ▶ Key steps to follow

The book also uses a marketing process map that helps readers visualize the marketing process in a number of ways.

- ▶ Since many businesspeople don't recognize the breath of the term "marketing," it helps bring attention to all of the subjects that will impact their success.
- ▶ It breaks subjects into three general categories – strategy, tools & processes, and campaigns – which logically follow one another.
- ▶ It links individual subjects to show how one can impact another. For example, it's important to develop a sales process and messages before creating sales literature and tools.



The Marketing M.O. Guidebook is available as a free download until Monday, June 5.

http://www.MarketingMO.com/mo/free_download.aspx

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