

# Smart Book Of Marketing

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welcome to book smart marketing. a year, or maybe many more spent laboriously crafting your story, and you've just typed "the end." now what?

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marketing smart is a collection of proven, easy-to-read marketing and advertising strategies and tips to help challenger brands take on their larger competitors.

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*Thu, 27 Apr 2017 21:05:00 GMT*

episode 28 of the podcast:basic principles of marketing that every author should know in the smart marketing manifesto.

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## **SMART BOOK MARKETING STRATEGIES EVERY AUTHOR NEEDS TO KNOW**

book marketing strategies don't just materialize out of thin air, they take planning. these are strategies to use for any marketing plan because they work.

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crafting an appealing book is 90% of the marketing battle. no amount of marketing ingenuity will help an unappealing book succeed. on the other hand, i've seen ...

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get this from a library! smart marketing. [john l mariotti]

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the social media marketing book dan zarella. this is a great social media starter guide by none other than "the social media and marketing scientist" himself, which ...

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