



The Marketing Guru: Capitalism for Dummies and How to Get Yours

By MR Carrington Bowen Davis

Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.The Marketing Guru is a pocket aid on Marketing and Economics that is something fun and easy to read, for students, entrepreneurs and organization managers who have an entry level understanding of Marketing. It s for people who want to learn how all this came about and how to make it usable. I was inspired when I was teaching college and needed something to complement textbooks for students who were grabbing the mechanics of Marketing but not its essence, the ability to understand how to feel for the need in the marketplace and the methods to satisfy demand. There is a touch of the intuitive involved as well. With a little understanding of the free-market system, what it is and how it works, Entrepreneurs begin to see a market for what it is. Entrepreneurs have a reference and perspective for success. This is a valuable foundation to have. In this new world of technologically-driven personal global communications, the introduction of new ways to link people, groups of people, and organizations creates new markets. This is a short and...



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