

Advertising without an agency made easy

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Abstrak

"Using clear definitions, entertaining analogies and a conversational tone, Kathy J. Kobliski will walk you through the entire marketing process, pointing out hazards and opportunities along the way, including: comprehensive strategies for promoting your business via a variety of media such as TV, radio, print, direct mail, transit and the internet; easy-to-use work sheets to identify media outlets, monitor changes, track results, and analyze the strengths, weaknesses and threats to your business; and countless strategies for saving time and money, including how to enlist professional help for free and reduce costs 15% by becoming an in-house agency."--Jacket.