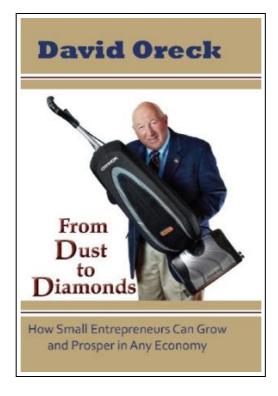
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FROM DUST TO DIAMONDS: HOW SMALL ENTREPRENEURS CAN GROW AND PROSPER IN ANY ECONOMY



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TAG Publishing LLC. Hardcover. Condition: New. 176 pages. Dimensions: 8.6in. x 5.8in. x 0.9in.Stop Discounting! Start Selling! For more than seven decades, David Oreck has been successfully marketing products to the American consumer. He took his little startup vacuum company and turned it into a household name and not by relying on big advertising or slick sales pitches. He understood that the customer does not want to be sold; they want value! Just like many small business people today, Oreck started his company on a shoestring and a dream but to compete with the national brands and big corporations, he had to get creative. This meant taking his product directly to consumers and bypassing the middlemen. Success was not easy and there were many challenges that could have suffocated his small company - but his persistence and marketing prowess kept the company going - and growing. It is easy to think that times have changed, but the truth is the consumer hasnt and once you really understand your customer you have the key that will solidify your place in the market. This is good news for all the little companies that may be wondering how they could ever compete with the bog box retailers of the world. Through unconventional wisdom that flies in the face of conventional marketing notions, Oreck explains how todays entrepreneur can create their own profitable niche in a very crowded market - no matter the economy. This specific time-tested knowledge can be the key to your business becoming profitable or falling by the wayside this year and offers more than 70 years of priceless real world marketing experience. Dont miss your chance to learn from one of the masters of business! This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Hardcover.

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