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About DK Essential Managers: Marketing Effectively Learn all you need to know to improve your marketing skills, from researching and analyzing customers" buying habits to creating and managing a strong brand.

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About DK Essential Managers: Marketing Effectively Learn all you need to know to improve your marketing skills, from researching and analyzing customers" buying habits to creating and managing a strong brand.

Dk Essential Managers Marketing Effectively

Achieving excellence as a manager requires a broad skillset, and The Essential Manager's Handbook provides easy-to-follow and engaging advice on the 6 key areas. Nurture your confidence with managing people, leadership, achieving high performance, effective communication, presenting, and negotiating. With key quotes, bright visuals, and breakdowns by subject, this book is accessible and easy-to-use.

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DK's Essential Managers series contains the know-how you need to be a more effective manager and hone your management style. Find out how to improve your communication skills by learning to understand your audience, communicate strategically and discover which delivery approach is right for you. You'll develop confidence, learn to listen effectively and give and receive feedback.

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DK's Essential Managers series contains the know-how you need to be a more effective manager and hone your management style. Find out how to improve your sales skills through marketing, presenting your product and negotiating successfully. You'll discover how to research your market, target your audience and perfect your pitch.

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DK Essential Managers: Managing People is the visual guide that gives you all the know-how you need to be a more effective manager. Now newly updated with an all-new graphic approach to explaining key techniques and skills, the best-selling DK Essential Managers: Managing People features: - A practical, "how-to" approach teaches you the information and skills to succeed.

DK Essential Managers: Managing People | DK CA

Series Overview DK's Essential Managers series contains the know-how you need to be a more effective manager and hone your management style, covering a range of essential topics, from managing, coaching, and mentoring teams and individuals to time management, communication, leadership, and strategic thinking. Each guide is clearly presented for ease of reference, with visual pointers, tips, and infographics.

The Essential Manager's Handbook: The Ultimate Visual ...

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Learn all you need to know to improve your marketing skills, from researching and analyzing customers" buying habits to creating and managing a strong brand. Marketing Effectively not only shows you how to maximize market share by keeping up with trends, improving your competitiveness, exploiting new opportunities, and developing a winning marketing strategy, it also provides practical information on enhancing the image of your organization. Power tips help you to improve dramatically your chances of attaining instantly recognizable products. The Essential Managers have sold more than 1.9 million copies worldwide! Experienced and novice managers alike can benefit from these compact guides. The topics are relevant to every work environment, from large corporations to small businesses. Concise treatments of dozens of business techniques, skills, methods, and problems are presented with hundreds of photos, charts, and diagrams. It is the most exciting and accessible approach to business and self-improvement available.

Learn all you need to know to improve your marketing skills from researching and analyzing customers' buying habits to creating and managing a strong brand. Marketing Effectively not only shows you how to maximize market share by keeping up with trends improving your competitiveness exploiting new opportunities and developing a winning marketing strategy it also provides practical information on enhancing the image of your organization. Power tips help you to dramatically improve your chances of attaining instantly recognizable products.

A practical guide to effective communication that will give you the information and skills to succeed. Find out how to improve your communication skills by learning to understand your audience, communicate strategically, and discover which delivery approach is right for you. You'll develop confidence, learn to listen effectively, and give and receive helpful feedback. This guide includes tips, dos and don'ts, and "In Focus" features on what to do in a particular situation, plus real-life case studies demonstrate how to plan a speech, select the right visual support, and use body language. Read it cover-to-cover, or dip in and out of topics for quick reference.

Learn all you need to know about how to generate and manage publicity--from recognizing public relations opportunities to creating and sustaining media coverage. Effective PR shows you not only how to identify and target your audience, but also provides practical techniques for presenting information, whether writing news releases or organizing press conferences and productlaunches. Power tips help you to deal with real-life situations and handle all types of media with confidence. The Essential Manager have sold more than 1.9 million copies worldwide! Experienced and novice managers alike can benefit from these compact guides. The topics are relevant to every work environment, from large corporations to small businesses. Concise treatments of dozens of business techniques, skills, methods, and problems are presented with hundreds of photos, charts, and diagrams. It is the most exciting and accessible approach to business and self-improvement available.

Expert advice for success in a small business. Learn from an expert, first-hand experience all you need to know to market your small business successfully. From carrying out essential market research to effectively pricing your product or service, Effective Marketing shows you all the best approaches to use. There is also detailed information on exploiting profitable distribution channels, projecting the right image, and using advertising to maximize your sales. Charts and diagrams, at-a-glance tip boxes, case studies, questionnaires, and checklists enable you to understand the many different aspects of successful marketing. In Planning Your Strategy, you'll learn about starting your market research, observing the competition, assessing your project, pricing, sorting out your distribution, planning your marketing, and projecting the right image. Then move on to Advertising, which covers advertising basics, producing effective advertisements, creating good leaflets and brochures, followed by Promotion and Sales, which covers working with the media, promoting sales, selling techniques. Finally, you'll benefit with Staying on Track, through analyzing your sales data, and dealing with changes and competition. Effective Marketing also provides Useful Information, from legal matters, and glossary, to useful contacts, and suggested reading. Effective Marketing is one of four new titles in an innovative series of practical guides, covering every aspect of business, for everyone starting their own small business.

Learn all you need to know about how to generate and manage publicity--from recognizing public relations opportunities to creating and sustaining media coverage. Effective PR shows you not only how to identify and target your audience, but also provides practical techniques for presenting information, whether writing news releases or organizing press conferences and product launches. Power tips help you to deal with real-life situations and handle all types of media with confidence. The Essential Managers have sold more than 1.9 million copies worldwide! Experienced and novice managers alike can benefit from these compact guides that slip easily into a briefcase or a portfolio. The topics are relevant to every work environment, from large corporations to small businesses. Concise treatments of dozens of business techniques, skills, methods, and problems are presented with hundreds of photos, charts, and diagrams. It is the most exciting and accessible approach to business and self-improvement available.

Learn to speak persuasively, enthuse your audience, and sell with confidence with Essential Managers: Selling. This eBook offers master tips and techniques for successful selling. Eric Baron is an Associate Professor of Marketing at Columbia Business School and the CEO of Baron Group, a sales and marketing training consultancy. He is also author of Selling is a Team Sport. For more on Eric and his company, visit him on the web at: www.barongroup.com

The practical e-guide to all of the skills you need to succeed as a leader. Discover how to improve your leadership skills by establishing a vision, inspiring others, and championing high performance. Essential Managers: Leadership teaches you how to focus your energy, build relationships, and develop strategies for success--as well as how to lead in difficult situations, such as managing teams remotely. Essential Managers gives you a practical "how-to" approach with step-by-step instructions, tips, checklists, and "ask yourself" features showing you how to focus your energy, manage change, and make an impact. Whether you want to develop new leadership tools or enhance your existing skills, this is the e-guide for you.

Learn all you need to know about successful selling from developing self-confidence and clinching a deal to understanding customers and managing a sales team. Selling Successfully not only shows you how to improve your powers of persuasion it also provides practical techniques for building mutually rewarding win-win relationships with customers. Power tips help you handle real-life situations and develop first-class selling skills that will dramatically improve your ability to make good transactions and hit sales targets. This innovative series covers a wide range of management and personal development topics. Each title is a comprehensive yet compact source of easy reference for all those in or aspiring to a position of responsibility with a focus on developing and enhancing professional management practice.

The past decade has seen a number of developments that threaten the very fabric of how marketing activities have traditionally been conducted. On one hand, consumers are increasingly socially networked and value-conscious, with heightened expectations of how companies will react to their demands. Along with the challenges, however, come new opportunities: the growth of behavioural economics and the emergence of new data collection techniques, for instance, give marketers unprecedented access to previously hidden aspects of consumer behavior. Clearly, 'business as usual' is not an option for marketing managers who want their firms to stay in the game. To help managers adapt to the rapidly changing business environment, Flux offers a collection of the very best thinking on key areas of marketing activity and decision-making. Each chapter is written by a leading expert in a specific 'new' marketing subject area, from managing brands to dealing with new media, and addresses substantive challenges in that area while providing steps for taking action. The book's integrated approach makes it an excellent resource not only for marketing managers but any managers dealing with customers.