

B2B Marketing Confessions

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2026-06

Synopsis

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inLanguage	english

What's the Truth About Marketing? Contrary to the popular belief that marketing is advertising, listen to the confessions of an insider to learn how marketing affects every step of the customer lifecycle. From product design, to building awareness, selling, and keeping customers happy, this book covers all the basic principles and gives you tactics, tips and tricks to succeed (including best practices for Salesforce.com)!

Reader's comments

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