



## Lies Startups Tell Themselves to Avoid Marketing: A No Bullsh\*t Guide for PHDs, Lab Rats, Suits, and Entrepreneurs (Paperback)

By Sandra Holtzman, Jean Kondek

Select Books Inc, United States, 2007. Paperback. Condition: New. Language: English . Brand New Book. So you think you know marketing. Think again. Lies Start-ups Tell Themselves to Avoid Marketing uses the tough love approach to steer you clear of the pitfalls and self-deceptions that have been the undoing of many when confronted with the harsh realities of today's marketplace. Sandra Holtzman and Jean Kondek employ their combined 40+ years worth of marketing savvy to cut through all the usual malarkey-and, let's face it, give you a streamlined approach to successfully launching a product, service, or company. Better than a handbook, Lies Start-ups Tell Themselves provides 10 fast-track, step-by-step chapters for planning and implementing a successful marketing program that you can get started on TODAY. The writing is clear and concise, breaking down concepts into bite-sized, easy to grasp nuggets for today's busy audience. Moreover, each chapter is stand-alone and immediately actionable. It doesn't take a rocket scientist to understand the value of a well thought out marketing program. But carving your niche in the marketplace can be a daunting task. Lies Start-ups Tell Themselves to Avoid Marketing guides you through the pitfalls and challenges to a successful start-up...



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### Reviews

*This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- Brennan Koelpin

*Comprehensive guide! Its this type of very good read through. It is actually written in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- Bernie Mante PhD