



## Capture Your Market

By Kevin Griffiths

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 50 pages. Dimensions: 8.0in. x 5.0in. x 0.1in. The simple concept that the process of marketing is all about strategic placement of advertisements to meet organisational objectives has developed into a more sophisticated mechanism for delivering messages in a more complex way. Thematically the shift in delivery systems means that the critical focus should remain. That is, the organisation goals will remain the same, better sales, greater awareness or some other message, the strategies employed must take into account the increase in consumer awareness. These changes in audience understanding are the driving factors of being able to get the message across. Written with over 30 years experience in international management the author shares concepts and ideas for new and emerging managers and companies. This item ships from La Vergne, TN. Paperback.

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