



The 12 Rules of Millennium Marketing Your Only Choice is to Lead or Migrate.

By Victoria Blanton

iUniverse. Paperback. Book Condition: New. Paperback. 180 pages. Dimensions: 9.1in. x 6.1in. x 0.5in. Are you a Leader or a Migrator? Rule 1 - Get a Plan in order to get results. Rule 2 - Make e Business your Business, get connected, sell time, be in real time, or go out of business. Rule 3 - Design for the Mind with mind positioning, mind stimulation, the power of words, and brain functions. Rule 4 - Raise the Bar by communicating the level of expectation. Rule 5 - Marketing is an Investment in substance and 7 key talents. Rule 6 - Measuring Performance because if it can't be measured, it can't be improved. Rule 7 - Problems are Delayed Solutions with the Universal Formula. Rule 8 - You Must be Willing to Sweat with 8 underused tactics. Rule 9 - If You Market, They Will Come, no more seasonal or soft market excuses. Rule 10 - Train the Troops with the new TEAM training approach. Rule 11 - Form Marketing Partnerships, with a MRFP. Rule 12 - The Law of Unintended Consequences, Nova when translated into Spanish means It doesn't go. This playbook is your one-stop shop. You will plan your marketing...



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