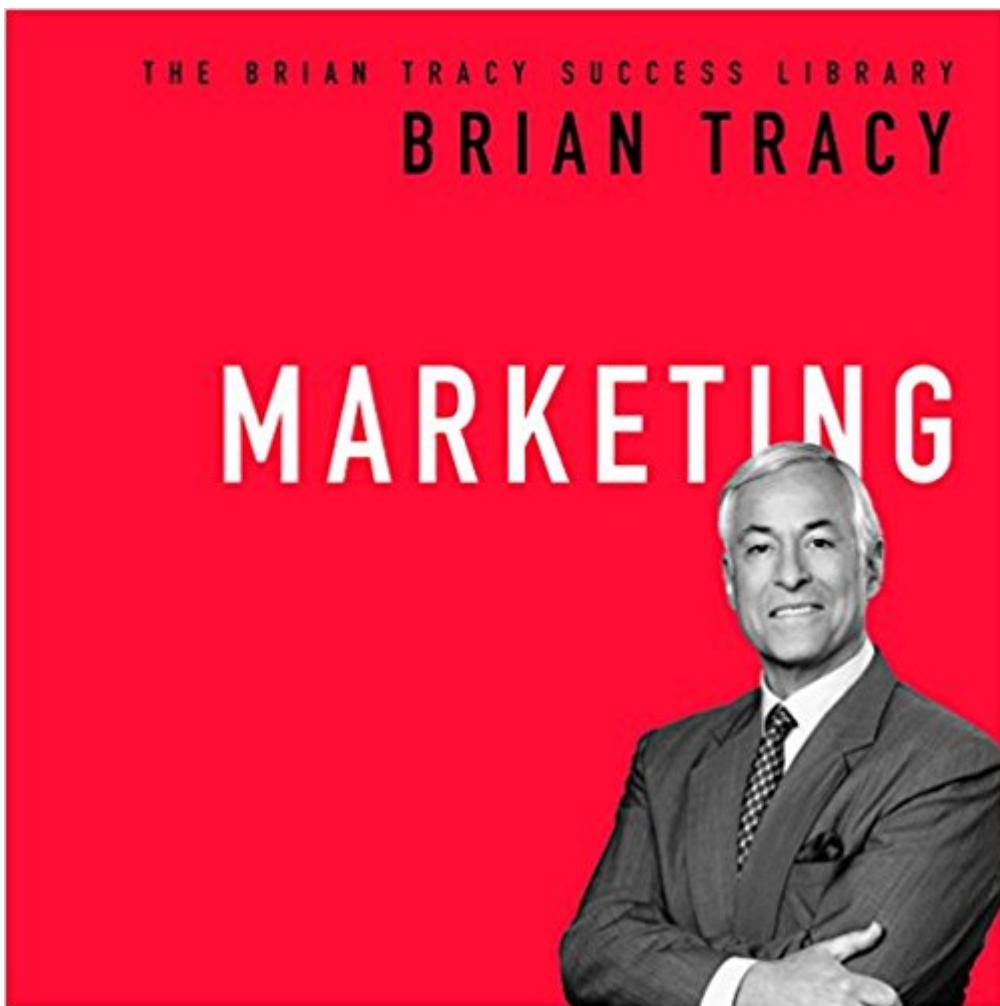


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Marketing: The Brian Tracy Success Library



Synopsis

The success or failure of your business depends on the success or failure of your marketing efforts. If you can identify what your customers want, need, and can afford - and then give it to them - you will achieve outstanding results. Filled with Brian Tracy's trademark wisdom, this indispensable guide contains 21 powerful ideas you can use to immediately improve your strategic marketing results. You'll discover how to: build your customer base, set yourself apart from the competition, answer three crucial questions about any new product or service, use market research and focus groups to fuel better decisions, fulfill a basic emotional need for buyers, determine the correct price point for your offerings, become truly customer-focused, make the most of your distribution channels, master the concepts of specialization, differentiation, segmentation, and concentration, give customers a reason to switch from your competitors, and more. Packed with time-tested marketing strategies, this practical and portable audiobook shows you how to overcome the competition, increase sales and profitability, and dominate your market niche.

Book Information

Series: Brian Tracy Success Library

Audio CD

Publisher: Your Coach In A Box; Unabridged edition (June 9, 2015)

Language: English

ISBN-10: 146909262X

ISBN-13: 978-1469092621

Product Dimensions: 5.2 x 0.8 x 5.8 inches

Shipping Weight: 3.5 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 11 customer reviews

Best Sellers Rank: #1,048,411 in Books (See Top 100 in Books) #59 in Books > Books on CD > Business > Sales #173 in Books > Books on CD > Business > Career #292 in Books > Books on CD > Business > Management

Customer Reviews

"Brian Tracy is one of the country's leading authorities on the development of human potential and personal effectiveness. Tracy will lead you to more time and success." •The Business Journal

The success or failure of your business depends on the success or failure of your marketing efforts. If you can identify what your customers want, need, and can afford--and then give it to them--you

will achieve outstanding results. Filled with Brian Tracy's trademark wisdom, this indispensable guide contains 21 powerful ideas you can use to immediately improve your strategic marketing results. You'll discover how to:

- Build your customer base
- Set yourself apart from the competition
- Answer three crucial questions about any new product or service
- Use market research and focus groups to fuel better decisions
- Fulfill a basic emotional need for buyers
- Determine the correct price point for your offerings
- Become truly customer-focused
- Make the most of your distribution channels
- Master the concepts of specialization, differentiation, segmentation, and concentration
- Give customers a reason to switch from your competitors

And more Packed with time-tested marketing strategies, this practical and portable book shows you how to overcome the competition, increase sales and profitability, and dominate your market niche.

--This text refers to the Hardcover edition.

I just love his material. I also own a version of this on Audible.com and he has the best voice! I tried the other Sales trainers and they give me a headache. They are way too over the top.Brian is so low-key but such a good explainer.

Brian givea you a no BS approach to marketing in todays market using current companies as examples. He compells the reader to be a constant learner if he or she wants maintian that competitive edge. He covers many topics on how to market. This book is one of his finest on the subject.

So Awesome. Some books are so important in your life that you know you will reread it 15-20 times so it will become a part of your lifestyle behavior patterns. This one is it.

Simply the most knowledgeable sales and marketing guru there is. This book tells you what you need to know without being superfluous.

Book arrived on-time, as advertised.

This is valuable advice. Well worth listening to, for the price.

Excellent marketing book

This is one of the volumes in the The Brian Tracy Success Library, all published by AMACOM. Tracy has already written one or more books of greater length and depth that examine these and other major business subjects. What he has now done with each of the volumes in the series is to condense with consummate skill the most valuable information, insights, and counsel within a 100-page format, in this instance the most valuable lessons he has learned about marketing. Briefly but substantially, Tracy covers essentials of that include how to build a customer base, differentiate you and what you offer from competitors, answer the three essential questions about a new product or service that you offer (please see Pages 12-15), leverage market research in order focus on target prospects, make better decisions about how to create or increase demand for what you offer, fulfill customers' emotional needs, and derive maximum benefit from your distribution channels. . He selected 21 specific subjects or themes and devotes a separate chapter to each. Briefly but substantially, Tracy covers these and other essentials of marketing. I agree with Brian Tracy's concluding observations: "Whatever "marketing strategy is working for you today, no matter how successful it is, will soon be obsolete and will have to be replaced by a new or different marketing strategy...and your competition has never been determined and more aggressive than it is today. Your job is to be better, faster, and more creative than your competitors, continually leapfrogging them in the marketplace to attain market leadership. Fortunately, there are no limits on what you can accomplish, except for the limits that you place on yourself." Achieving and then sustaining business success (however defined) depends almost entirely on nailing the fundamentals every day at all levels and in all areas of the given enterprise. In this book, Tracy focuses on the fundamentals in marketing. Mastering them and then applying them with high-impact is the challenge you now face. I urge you to embrace it with passionate tenacity and rigorous self-discipline.* * * Brian Tracy is Chairman and CEO of Brian Tracy International, a company specializing in the training and development of individuals and organizations. His goal is to help as many people as possible to achieve their personal and business goals faster and easier than they ever imagined.

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