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Summary : The Ultimate Marketing Plan - Dan Kennedy: Find Your Most Promotable Competitive Edge, Turn It Into A Powerful Marketing Message And Deliver It To The Right Prospects

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Complete summary of Dan Kennedy's book: "The Ultimate Marketing Plan: Find Your Most Promotable Competitive Edge, Turn It Into A Powerful Marketing Message And Deliver It To The Right Prospects".

This summary of the ideas from Dan Kennedy's book "The Ultimate Competitive Advantage" shows that the true essence of marketing is simple: getting the right message to the right people, via the right methods. In his book, the author explains how you can develop the ultimate marketing plan based on this principle, to help you to ensure that you are sending the right message that will have an impact on customers. This summary provides the tools you need to create an effective marketing plan that will optimize sales and the long-term success of your business.

Added-value of this summary:
• Save time
• Understand key concepts
• Expand your knowledge

To learn more, read "The Ultimate Marketing Plan" and discover the key to effective marketing that gets results.

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