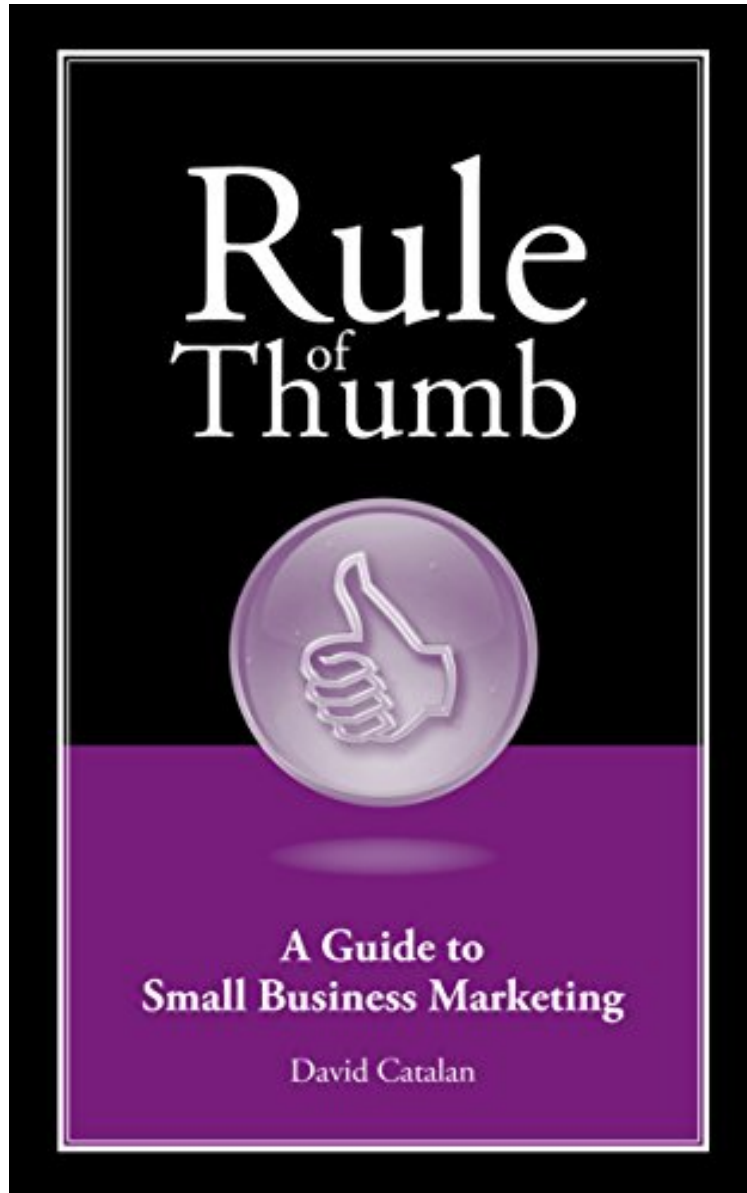


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David Catalan

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sustainability. Woven throughout the book is the entertaining example of a small business used to illustrate the discussions and bring home pertinent points. But just preparing a marketing plan and deploying advertising does not mean you are successfully marketing your company. David further examines the need for understanding and measuring success coupled with building a future market. In this easy to read book, David shares the expertise he has gained from working in marketing, public relations, and other administrative arenas for a variety of entities from Union Pacific to not-for-profits. David's wealth of knowledge, and the easy-to-read writing style, makes this book an excellent resource for established businesses as well as new businesses. ---Linda Fettig---0 of 0 people found the following review helpful. Good book for the new business owner By Kindle Customer Very clearly understood. Makes great use of relevant local examples to support his points.

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