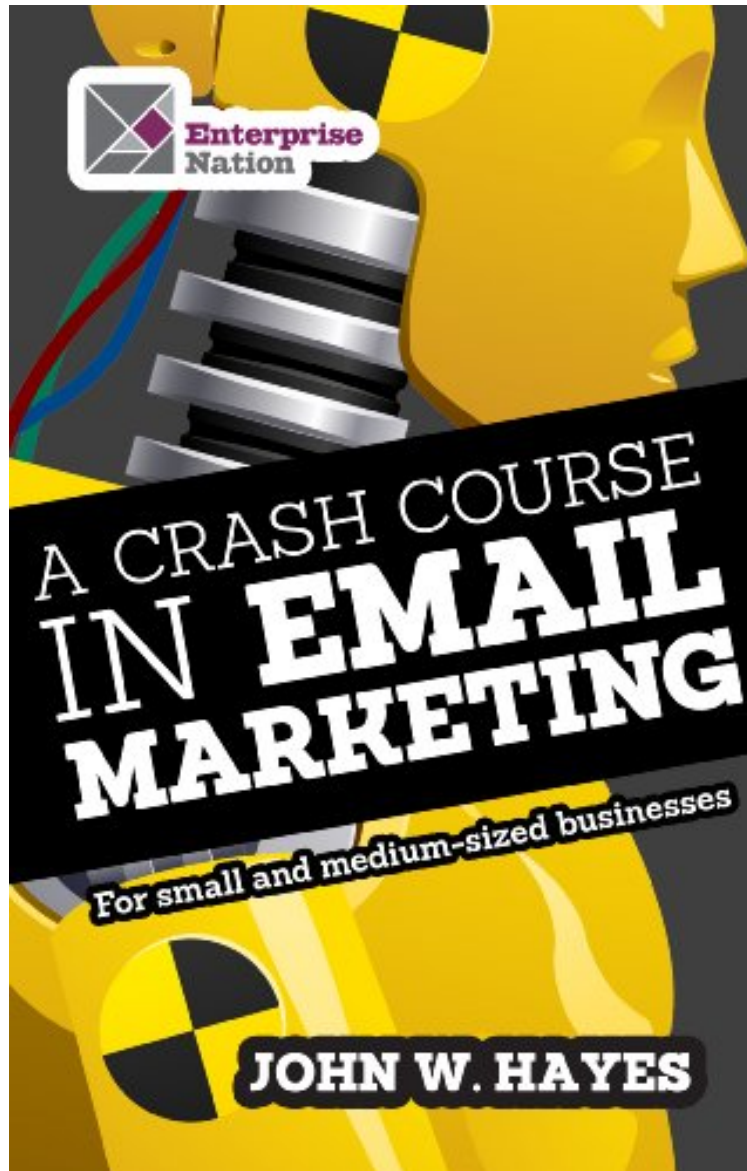


(Library ebook) A Crash Course in Email Marketing for Small and Medium-sized Businesses

# A Crash Course in Email Marketing for Small and Medium-sized Businesses

*John W. Hayes*

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**John W. Hayes : A Crash Course in Email Marketing for Small and Medium-sized Businesses** before purchasing it in order to gauge whether or not it would be worth my time, and all praised A Crash Course in Email Marketing for Small and Medium-sized Businesses:

Despite being one of the most mature online marketing technologies available to today's small and medium-sized business marketer, email marketing continues to pack a punch way beyond its weight or cost. The fact is that email marketing, if you treat it right, works better than any other marketing technique available - both on or offline. This book is for any entrepreneur, business owner or marketer who values the idea of building and maintaining relationships with existing customers and prospects, and forging new connections by creating and delivering timely and targeted content. It tells you how to put in place the important principles and techniques that will improve your email marketing, making it more engaging for your audience and more profitable for you.

An enjoyable read with practical advice, that really did help. -nbsp;Matthew Ogbourne, Last Drop of Ink  
About the Author  
John W. Hayes is a marketing strategist, public speaker and author who specialises in helping small and medium-sized businesses maximise the potential from their marketing budgets through the development of strategic Thought Leadership Marketing programmes.