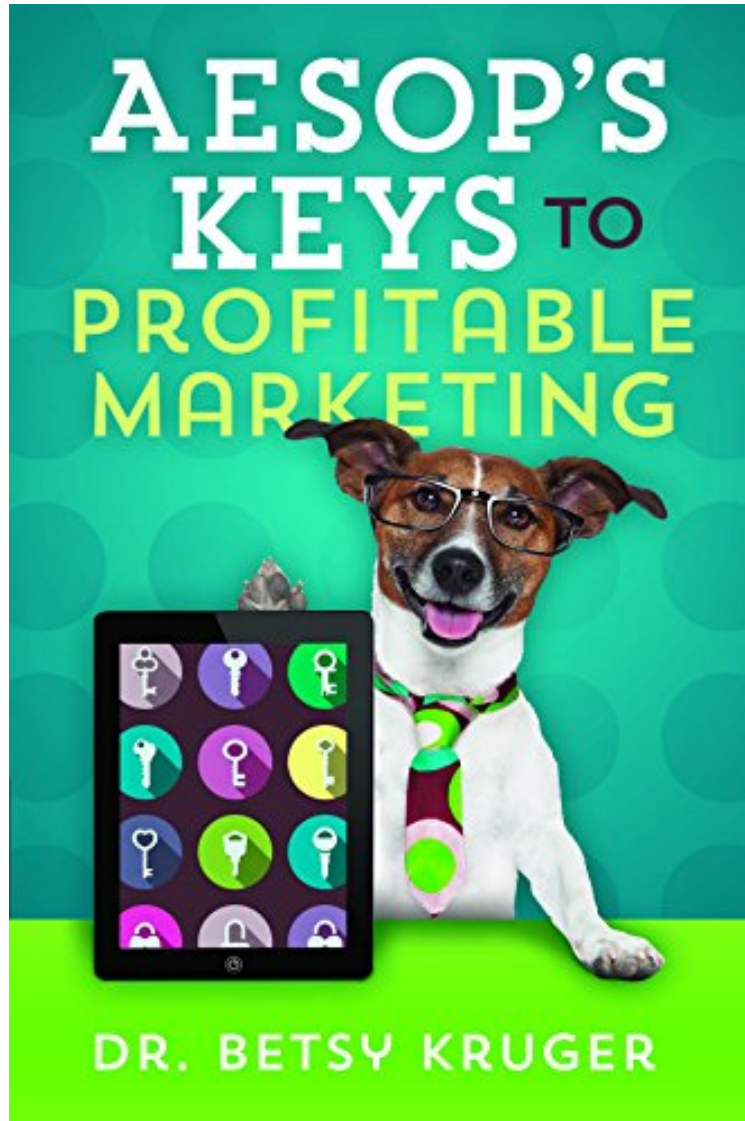


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Aesop's Keys to Profitable Marketing

Betsy Kruger

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AESOP'S KEYS TO PROFITABLE MARKETING "Aesop's Keys" shows business leaders how to delight their top customers with 12 new marketing strategies. Some keys to profitable marketing are to focus on quality, compete on strength, target key prospects, and reward the best. Each chapter updates a tale by Aesop, relates his wisdom to

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