



From Hood To Good: Marketing Secrets For Todays Economy

Timothy Johnson

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Two-Thirds of all businesses are throwing their marketing money down the toilet because they don't know how to identify, communicate, follow up and build a relationship with the people they are trying to reach. Businesses of all types and sizes will benefit from learning:

- Why and how to quickly re-structure your marketing process to stop hemorrhaging valuable prospects.
- Why most companies can't accurately track their marketing efforts, and what they can immediately do to make their current advertising more effective.
- How companies can quickly gather critical intelligence so that they can make better, more informed decisions that lead to more profitability and greater ROI

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