



Winning New Customers In Recession & Recovery: (Bizbones Series)

Rupert M. Hart

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How to win new customers efficiently? You can't chase after every potential customer who moves. You have to think smarter or you will waste a lot of effort. This book will help you win new customers in 3 ways: flooding into near markets, increasing market coverage and presence, and reaching for far markets. Rupert Hart MBA has been an operating manager and marketing executive through several downturns with two decades of hands-on experience in advising companies on recession strategy. He is the author of 5-star-rated "Recession Storming: Thriving in Downturns through Superior Marketing, Pricing and Product Strategies." This "BizBones" book is on a single specific subject (just the "bones") and designed to be read in one hour by a busy manager. Books in the "BizBones" Series cover: Recession 101: Understanding the Business Environment), Winning New Customers, Resisting Pricing Pressure, Advancing with New Product Offerings. Essential reading for all managers.

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