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START-UP CEO S MARKETING MANUAL (PAPERBACK)



Free Thinkers Media, United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Peter Drucker correctly concluded that business is entirely innovation and marketing, and yet innovative entrepreneurs don t know marketing. You can tell by the ever-growing Silicon Valley dead pool. The Start-up CEO s Marketing Manual is their guide to marketing strategy. Guy Smith, the founder and principal strategist at Silicon Strategies Marketing, wrote the Start-up CEO...

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- Authored by Guy Smith
- Released at 2012



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