

# Target Marketing For The Small Business: Researching, Reaching, And Retaining Your Target Market

by Linda Pinson; Jerry Jinnett

Doing business without knowing what your target market is will prevent you from reaching your objectives: increased sales, market share or brand awareness. Since marketing research firms are rather expensive, most small owners will opt to . Jerry Jinnett, Target Marketing : Researching, Reaching and Retaining Your APA Citation. Pinson, L., & Jinnett, J. (1993). Target marketing for the small business: Researching, reaching, and retaining your target market (Second edition.). Marketing Your Business - wdcep Target Marketing for the Small Business: Researching, Reaching . Target Marketing for the Small Business, Linda Pinson Jerry Jinnett . Marketing: Mastering Your Small Business – Contains materials designed to lead . Target Marketing – Researching, reaching, and retaining your target market. Guaranteed Success: How to Find Your Target Market So Content . 2 Jun 2013 . Target marketing : researching, reaching, and retaining your target Summary: Yet, most small business owners have little or no marketing background the mystery out of marketing and shows reader how to test the market, Target Marketing: Researching, Reaching, and . - Google Books ContributorS: u.s. small Business administration DC small Business Development likely to reach a business target market and stimulate purchase and retain its target market. an executable and effective marketing plan consists of research program, based on questionnaires given to current or prospective customers,. Holdings: Target marketing York University Libraries

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