



Small Business Management Marketing Essentials: A Guide for Small Business Owners - Evaluate Your Company - Evaluate Yourself - Learn and Get Ideas to Improve and Change (Paperback)

By Alvaro A Santizo

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.THERE MAY BE MANY REASONS WHY A SMALL BUSINESS CAN FAIL.AND TO ME, THE MOST IMPORTANT ARE: Reason #1: Business Owners are not really in touch with customers through deep dialogue. They do not know their needs and how they evolve. Reason #2: There is no clear and real differentiation in the market, they have now unique value proposition and as almost every small business owner they try to compete based on pricing. Reason #3: The Failure to communicate value propositions in clear, concise and compelling fashion. Commonly mistaking advertising with a marketing strategy. Reason #4: Leadership breakdown at the top. Yes.business owners have trouble being leaders, and building the right team needed to accomplish their objectives and goals. Reason #5: Inability to establish a profitable business model with adequate financial indicators. (Are you the type of owner that mixes personal and company finances?) If you can identify with one of the reasons, I need you to ask yourself a couple of questions. If you are here, you already own a small company or you...



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