



Brilliant Marketing: How to plan and deliver winning marketing strategies - regardless of the size of your budget (3rd Edition)

Richard Hall

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Marketing has never been so important because business has never been so competitive.

Brilliant Marketing shows anyone how they can devise and execute winning marketing strategies. With practical advice from start to finish, this updated new edition gives you the lowdown on what works and how you can succeed with your campaigns.

Brilliant outcomes:

- **Understand the ideas, actions, campaigns that make a real difference.**
- **Get a complete marketing skill-set to seduce and inspire.**
- **Be a master of strategy – from thinking to planning to execution.**

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