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small business marketing for dummies, which business week praised for pre-senting "marketing issues as real-world problems with real-world solutions." today, she's still forming her thoughts into headlines, news releases, and marketing plans, but on a more relaxed schedule. in addition to writing, she offers marketing presentations and

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marketing, writer's digest, amtrak express, dm news, cosmopolitan, new jersey monthly, city paper, and many other publications. a winner of the direct marketing association's gold echo award, bob has presented seminars on richard kirshenbaum. public relations for dummies, 2nd. 4. 6. 17. the

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and zero-cost marketing (todd publications, 1995). in 2002, the first edition of stock investing for dummies was ranked in the top 10 out of 300 books reviewed by barron's. in recent years, paul accurately forecasted many economic events, such as the rise of gold and the decline of the u.s. dollar. at press time he has

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she wrote this second edition of business plans kit for dummies, which is updated throughout to include current business planning advice and all-new emphasis on the topics of greatest concern to today's entrepreneurs, business owners, ceos, and investors. she's a successful business owner, marketing

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sales, and professional services. in addition to writing about salesforce and the appexchange, she consults for nonprofits and hightech startups with a variety of strategic business and product needs. in her spare time, she coaches jv volleyball for a

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