

Marketing In Publishing Patrick Forsyth

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Patrick Forsyth, now a marketing consultant, draws in his many years' experience of the publishing industry to reinstate marketing firmly where it should be: as an integral and integrated part of the whole marketing process. Marketing in Publishing gives expert guidance on different elements of the marketing process, including advice on promotional and direct mail options, and a step-by-step section on how to make an effective sales call. It includes a valuable discussion of fusing market ...

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Patrick Forsyth's work has spanned many industries, and countries. He has worked in most countries in continental Europe, including Eastern Europe and also works regularly in South East Asia. He has has written over 100 titles and has books translated into 24 different languages. He also writes articles (for a variety of journals such as Better Business and Professional Marketing), training materials and, more recently, for several web sites.

~~About Me - Patrick Forsyth~~

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Patrick Forsyth runs Touchstone Training & Consultancy, an independent firm based in the U.K. specialising in marketing consultancy, research and training on marketing issues, sales, and communication and management skills.He is a consultant of more than twenty five years experience and was a Director of a major consulting organisation before starting his own firm in 1990.

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Patrick Forsyth is a consultant and author specialising in marketing and communications skills. He runs Touchstone Training & Consultancy based in the United Kingdom and has worked in many different industries and parts of the world. He is the author of many successful books and has translations in 24 languages.

~~The Economist: Marketing: A Guide to the Fundamentals -~~

Patrick Forsyth covers elementary marketing tactics in exacting detail, starting with how the publishing process works. The next few chapters address professional practices in selling intangible services. Forsyth offers abundant, almost dizzying detail.

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Author and Consultant Patrick Forsynth presents a great deal of information for the marketing amateur as well as the marketing professional looking for some review. With his crystal-clear British accent, performer Barnaby Edwards makes the complex lessons presented in this audiobook seem fairly clear.

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