



Winning New Customers in Recession & Recovery (BizBones)

Rupert M Hart

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How to win New Customers efficiently?

You can't chase after every potential customer who moves, along with all your competitors. You have to think smarter or you will waste a lot of effort.

This book will help you win new customers in 3 ways: flooding into near markets, increasing market coverage and presence, and reaching for far markets.

"Winning New Customers in Recession & Recovery" should be essential reading for busy managers at all levels.

Rupert Hart MBA has been an operating manager and marketing executive through several downturns. He has two decades of hands-on experience in advising companies on recession strategy. He is the author of "Recession Storming: Thriving in Downturns through Superior Marketing, Pricing and Product Strategies."

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