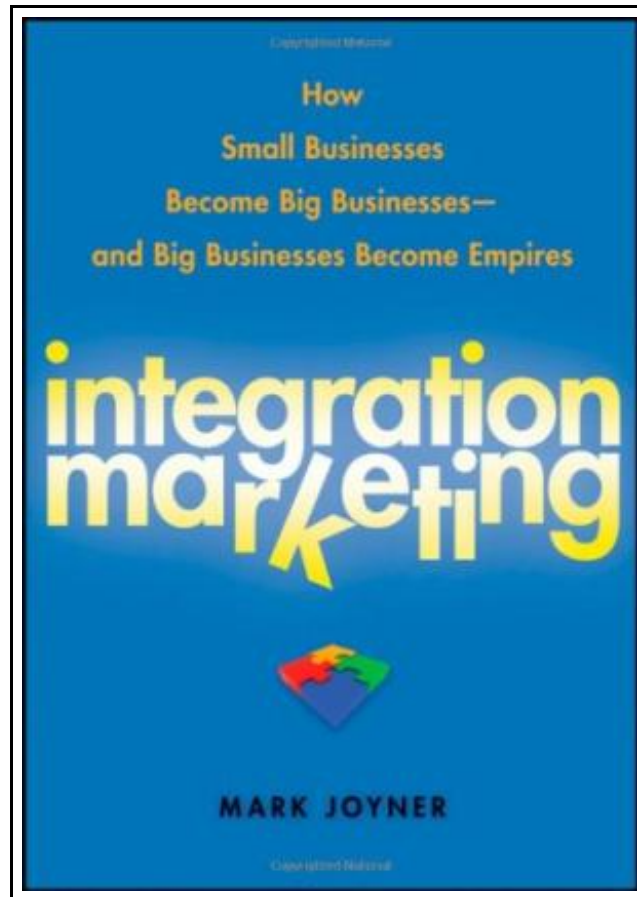


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(Prof. Jean Dare)

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John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Integration Marketing: How Small Businesses Become Big Businesses and Big Businesses Become Empires, Mark Joyner, Leading Internet marketing expert Mark Joyner offers a business-transforming marketing methodology What is the common thread that runs between all of the great billion-dollar success stories from Microsoft to McDonald's? According to Mark Joyner, it's "Integration Marketing." Observing companies that made the leap from small to big--and big to empire--Mark shows how it was done. Then, he puts it together into a simple, innovative system for growth that any company can use to scale up to the next level--and then the next--methodically and reliably. Using real-world case studies, Joyner presents a system that lets business owners and leaders find marketing opportunities that bring in limitless customers, maximize the dollars they earn from every new customer, and steadily and strategically grow their business. Plus, Joyner's methodology includes a new tool no marketer has ever had before: a way to use predictive math to gauge the likelihood of success for any marketing opportunity before anyone commits resources to a new tactic. Unlike other marketing books, Integration Marketing offers accountability, predictability, and the ability to put real dollar value on every marketing effort. Mark Joyner (Auckland, New Zealand) is one of the world's leading Internet marketers and the former CEO of Aesop Marketing Corporation. He was an early pioneer of many of today's biggest online trends and the author of three other Wiley titles, Simpleology (978-0-470-09522-5), The Great Formula (978-0-471-77823-3), and The Irresistible Offer (978-0-471-73894-7).



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