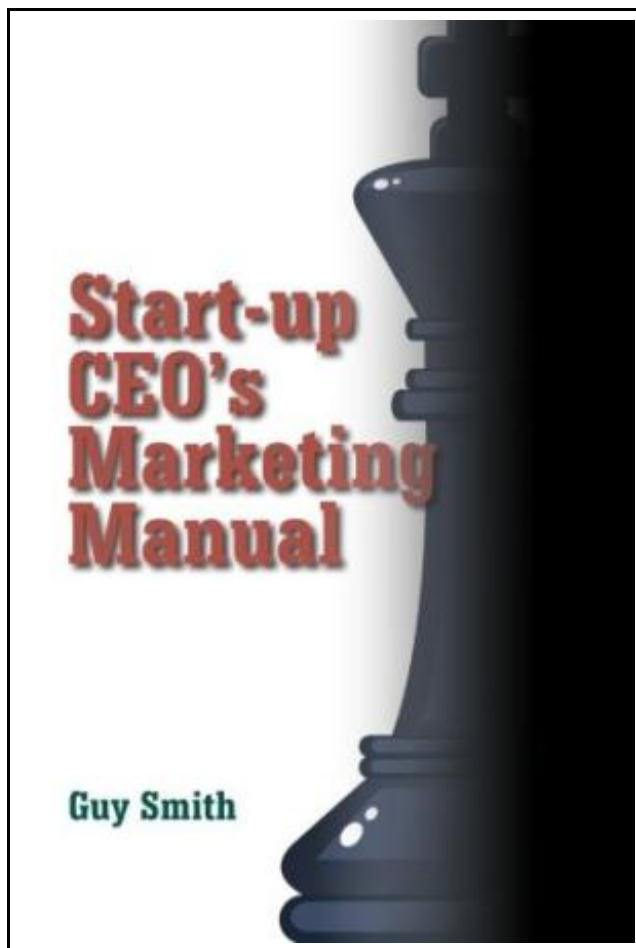# Start-Up CEO s Marketing Manual

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Reviews

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START-UP CEO S MARKETING MANUAL

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Free Thinkers Media, United States, 2012. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.Peter Drucker correctly concluded that business is entirely innovation and marketing, and yet innovative entrepreneurs don t know marketing. You can tell by the ever-growing Silicon Valley dead pool. The Start-up CEO s Marketing Manual is their guide to marketing strategy. Guy Smith, the founder and principal strategist at Silicon Strategies Marketing, wrote the Start-up CEO s Marketing Manual to give founders and start-up CEOs a firm understanding of marketing strategy with which to guide their companies. Smith s 20 years in high tech marketing in Silicon Valley has given him both razor-sharp insights and a comically blunt way of guiding entrepreneurial thinking. The Start-up CEO s Marketing Manual takes you, the start-up founder, through the structured rigors of developing your corporate go-to-market strategy. The Start-up CEO s Marketing Manual lays out the fundamentals of market definition, segmentation, buyer profiling, whole product definitions, positioning, branding and messaging. This rapid-fire boot-camp ensures that you will guide your teams and your marketing employees away from the common cliffs of epic failure.

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