

## Book Marketing Activities And Study Guide Answers

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### Book Marketing Activities And Study

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## **The Strategic Marketing Process**

For example, a marketing tactic is a case study. The content you create to execute that marketing tactic may include blog posts, white papers, and videos. Use the following list to plan the strategic actions you'll use to direct your content creation efforts.

## **35 Marketing Tactics That Work (And How to Plan Them)**

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## **Book Marketing Strategy: Putting the Campaign Together**

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Knight's memoir is loaded with lessons and insights on how to not just articulate a coherent brand vision, but to also live it. Understanding the mechanics and theory of marketing is important, but Knight's book is able to provide a case study that teaches how to implement these tactics extremely well. 13. Top of Mind by John Hall

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