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In business, sustainable success comes only from consistently meeting the wants and requirements of customers, and doing so better than competitors. This is true whether you are a global business or a small business. But, how can you do that, and in a way that integrates your customer touch points – marketing, sales process and staffing – under one strategy? In this episode of Sustainable Success with Christopher Salem, Brian Gracon, award-winning marketing and training consultant and author of Meconomics® 101: 16 ways to Improve Your Marketing, Selling and Business Management for Today's

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Featured Guest



Brian Gracon

Brian Gracon is the originator and author of "Meconomics® 101: 16 Ways to Improve Your Marketing, Selling and Business Management for Today's Consumers" (Black Rose Writing, 2016).

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