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I Think I Need Marketing Archives Available

Marketing. It's a fundamental business activity and a battle cry heard in board rooms throughout the world, yet what is it really and how can it benefit your business? Join Bonnie Taylor as she demystifies marketing, bypassing gimmicks and instead focuses on the steps and tools required to create and run a profitable modern marketing program.

Through interviews with industry leaders and answers to listener questions, I Think I Need Marketing will make marketing an approachable business activity. The show will cover topics such as developing a marketing strategy and branding program be

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