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### Duct Tape Marketing Revised Amp

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Great book on marketing. The duct tape method of marketing is a different approach than many business owners are used to. This book sets out the steps to becoming a content marketing expert and an authority in your market. No waffle or padding. Definitely should be on the reading list for any small to medium sized business owner.

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### Treat Your Customers Like the RASCLS ... - Duct Tape Marketing

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Duct Tape Marketing claims, on its cover, to be "The World's Most Practical Small Business Marketing Guide," and I think it largely owns up to its promise. As a marketing guy at a small business (Cambridge Semantics) that's only recently started to do any real marketing, I found this book to be well worth the read.

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