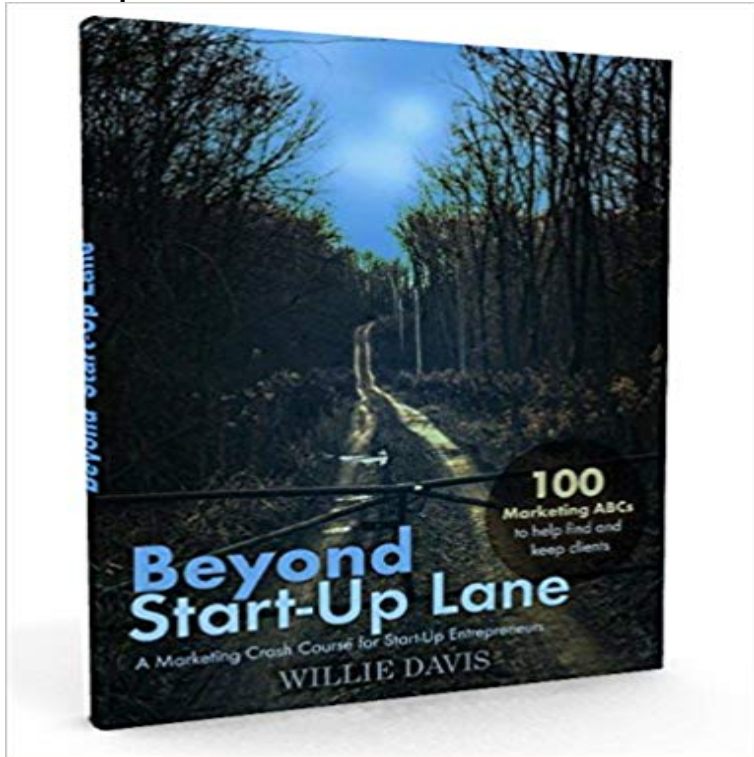


Beyond Start-Up Lane: A Marketing Crash Course for Start-Up Entrepreneurs



Beyond Start-Up Lane e-book is deep marketing smarts for start-up entrepreneurs 100 Marketing ABCs that help start-ups find and keep early adopters now and fast-track new clients later. Today's successful start-up entrepreneurs sense a problem, craft a solution, and then prove its value before mass offering it to the world. Basic marketing smarts are needed for this proof stage, but different and deeper marketing smarts are needed to scale. Start-up entrepreneurs will close the knowledge gap between what they know and what they need to know. They will identify what smarts they need to learn and assemble in-house and what smarts they need to buy from the outside.

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