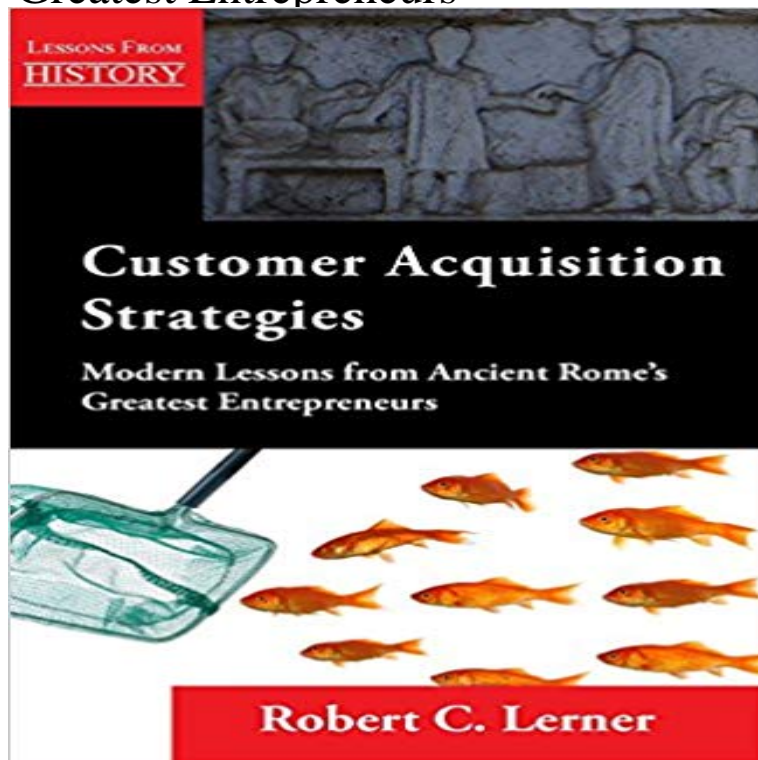


# Customer Acquisition Strategies: Modern Lessons from Ancient Rome's Greatest Entrepreneurs



Customers are the lifeblood of any modern company but how do you go about capturing their business? Robert Lerner reaches back in time to the customer acquisition strategies of four of the most successful entrepreneurs of ancient Rome: Euryaces built an extensive bread making enterprise in the last few decades before the birth of Christ. Eumachia played a significant role in ancient Pompeii's woolen trade. Scaurus controlled nearly 30% of the Pompeian fish sauce market using innovative techniques to communicate the quality of his products to potential customers. Atticus' successful banking activities, spanning decades of turmoil, uniquely demonstrate the importance of establishing strong client relationships. Based upon the marketing and promotional techniques of these four ancient entrepreneurs, this book provides powerful lessons in customer acquisition that survive the passage of time and apply across today's broad spectrum of digital communication techniques.

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