



The Ultimate Marketing Plan: Target Your Audience! Get Out Your Message! Build Your Brand!

Dan S. Kennedy

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Let's face it - the business world today is nothing like it was ten years ago. Marketing budgets are tighter, consumers are more skeptical, and social media has changed forever the way we talk to our customers.

In this new edition of his bestselling *The Ultimate Marketing Plan*, industry expert Dan S. Kennedy integrates such tools as social media marketing, networking, and strategic memberships into a complete plan that will strengthen your customer base without breaking your budget.

Packed with updated examples, marketing techniques, and contributions from experts, Kennedy shows you how to catapult your company to the cutting edge.

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