



Launch: How to Quickly Propel Your Business Beyond the Competition

By Michael A Stelzner

BRILLIANCE AUDIO, United States, 2014. CD-Audio. Book Condition: New. Unabridged. 173 x 137 mm. Language: English . Brand New. In order to rocket your business to stellar growth and far-reaching recognition, you're going to need plenty of fuel nuclear fuel to thrust you beyond the pull of gravity and primary fuel to keep you moving forward. And what's that fuel made out of? Content. Launch provides a detailed recipe for the most combustible content rich, magnetic content that attracts people and opportunities. This special content helps you access the most influential experts in your industry and earns the trust and loyalty of people and to earn that trust, you'll need to pack away your marketing messages. Primary fuel, the regularly produced free content that meets the needs of your readers, is a gift that keeps people coming back and cultivates raving fans. Carefully designed and highly targeted nuclear fuel content that has a big impact leaves a lasting impression on people and rockets your industry recognition. Launch delivers field-tested guidance on how to create the most compelling content, and then leverage that content for maximum velocity while gaining the support of top experts in your industry. You...



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