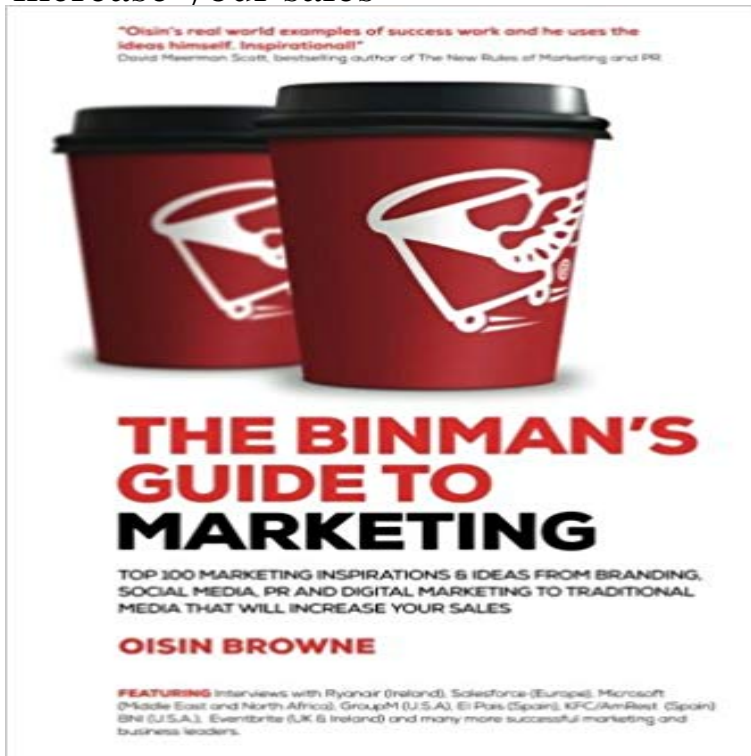


The Binmans Guide to Marketing: Top 100 marketing inspirations & ideas from branding, PR, digital marketing to traditional media that will increase your sales



Improve your marketing strategy with Oisins top 100 marketing inspirations & ideas from branding, PR, digital marketing to traditional media that will increase sales. Working in a fast-growing award winning company, Oisín Browne offers a fresh look at marketing and sales to the world of business. Oisín has distilled his varied experience into a series of clearly defined inspirations, ideas and interviews that combine general observations with illustrative examples in an accessible and engaging format. The Binmans Guide to Marketing is the follow up to The Binmans Guide to Selling and will be of value to any business professional looking to put a laser focus on their marketing and sales efforts. Oisín presents a genuine and distinct tool to empower and position business people to methods that have the potential to transform their career through improved marketing and sales communication and applicable relationship-building practices. Oisín shares marketing secrets that can be applied to any business; an in-depth look at marketing words that matter, preparing, planning and performing with precision, using digital marketing with confidence, building a super solid business brand, Reving up your PR engine, becoming media Savvy, mastering your marvellous marketing skills and interviews with the top marketing teams, business owners and consultants from many successful companies.

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