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*MBA Nat Chiaffarano*

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A step-by-step complete Marketing Plan specifically for a Medical Staffing Agency. Includes everything from Market Analysis, Industry Trends, Strategic Marketing Plan, Competition Analysis, SWOT Analysis, Website Design Outline, Website Marketing Plan, Pricing Strategy, Target Markets, Promotions, Competitive Advantage Analysis, Sales Strategy, Differentiation Strategies, Survey Forms, Branding Strategies, Advertising Worksheets, Tracking Forms, Customer Satisfaction Surveys, Referral Programs, Sample Sales Letters, Seminar Outlines and much more. Contains 125+ pages (plus CD-ROM) of step-by-step, easy-to-follow information. We specialize in making information useful. We have used our extensive business consulting backgrounds to assemble this valuable marketing guidebook. Learn how to use marketing strategies to grow your business even in a slow economy. Includes information on how to develop multiple revenue streams.

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