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LESSONS ON MARKETING

- 1 QUALITY IS THE BEST ADVERTISING
MILTON HERSHEY
- 2 FORM AN EMOTIONAL CONNECTION
SETH GODIN
- 3 MEASURE YOUR MARKETING
UNKNOWN
- 4 NOTHING HAPPENS WITHOUT PROMOTION
PT BARNUM
- 5 BE PEOPLE DRIVEN
GEORGIANA LAUDI
- 6 UNDERSTAND THE CUSTOMER
PETER DRUCKER
- 7 REPOSITION WEAKNESSES TO STRENGTHS
REED HASTINGS
- 8 WRITE ABOUT THE PROBLEM/SOLUTIONS
LAURA FITTON
- 9 MARKET LIKE PROSPECTS SHOP
BRIAN HALLIGAN
- 10 BE CREATIVE AND EXPERIMENT
MIKE VOLPE

To explore these lessons in detail [click here](#).