

It's Not Who You Know -- It's Who Knows You!: The Small Business Guide to Raising Your Profits by Raising Your Profile, 2009, 240 pages, David Avrin, 0470559543, 9780470559543, John Wiley & Sons, 2009

Raise your profile and get the attention you deserve -- or your business, your brand, or yourself! Almost everyone who runs a business recognizes the value of generating high-profile attention for their company, product, or service. Unfortunately, the high cost of hiring an outside marketing or PR firm can put these kinds of efforts out of reach for many small businesses and individual professionals. In his new book *It's Not Who You Know--It's Who Knows You!*, noted speaker and visibility expert David Avrin shows you how to craft, build, and promote your own brand and win the eyes and ears of the marketplace. This book offers a refreshing, new perspective on marketing, PR and strategic branding while giving you the tools and creative advice you need to solidify your market niche by differentiating yourself from the competition, crafting a truly marketable and promotable brand, and raising your visibility. If you want to get noticed and turn the spotlight on your business by becoming more newsworthy, this is the only resource you need. Offers refreshingly creative and eye-opening strategies and tactics on marketing and promoting your business. Author David Avrin is a renowned marketing, PR, and branding speaker and expert and also the author of *The 20 Best and Worst Questions Reporters Ask* and *The Gift in Every Day--Little Lessons on Living a Big Life*. Helps you define and refine your message to consumers to get more attention from the media. The perfect marketing and PR guide for America's 30 million small businesses. Gets results without the high price of marketing and PR professionals. The strategies and tools here will help you discover and promote what is truly unique about your business and brand with a renewed sense of purpose and a clearer, more effective direction.

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The Zen of Social Media Marketing An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue, Shama Hyder Kabani, Jan 1, 2013, Business & Economics, 256 pages. Outlines how to use social media tools, including Facebook and LinkedIn, in a marketing plan for one's business..

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Leading Through Uncertainty How Umpqua Bank Emerged from the Great Recession Better and Stronger than Ever, Raymond P. Davis, Oct 14, 2013, Business & Economics, 224 pages. From the CEO of Umpqua Bank, the essential leadership practices that allowed the West Coast™'s largest independent community bank to emerge from the economic crisis even.

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The Cyclist's Training Bible , Joe Friel, 2003, Sports & Recreation, 278 pages. The Cyclist's Training Bible is designed to help amateurs create a training plan and refine the skills needed to succeed in the sport. Divided into five parts, the book covers

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The Practice of Medical Billing and Coding A Real Life Book Including a Simulated Work Program, Icdc Publishing Inc., Apr 1, 2006, Medical, 302 pages. Formally know as Exercises in Medical Billing and Coding, The Practice of Medical Billing and Coding, 2e, contains instructional training in the MediSoft Patient Accounting  
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Figure Drawing for Fashion Design , Elisabetta Drudi, Tiziana Paci, 2001, Art, 216 pages. FIGURE DRAWING FOR FASHION DESIGN offers a concise, topic by topic guide to acquiring and perfecting these skills, concentrating on the female form. The coverage provided means Aggressive in Pursuit The Life of Justice Emmett Hall, Frederick Vaughan, 2004, Biography & Autobiography, 293 pages. Few people have had a greater impact on the lives of Canadians than the late Supreme Court judge Justice Emmett Hall. At the forefront of several important judgements in the

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Training Teacher Assistants in Community Colleges A Survey of Experience to Date, John Martinson, Martha Dix Graham, 1968, Community colleges, 123 pages  
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It's Not Who You Know -- It's Who Knows You!: The Small Business Guide to Raising Your Profits by Raising Your Profile I Slightly Want to Go Home , Lauren Child, 2011, Juvenile Fiction, 24 pages. Lola is going to her first sleepover at Lotta's house, but she is scared that she will not be able to fall asleep there

What is art?: An introduction to painting, sculpture., Volume 1980, Part 2 An introduction to painting, sculpture, and architecture, John Canaday, Feb 12, 1980, Art, 386 pages. Examines the painter's techniques, elements of composition, the artist as visionary and social critic, and the nature of painting, sculpture, architecture, realismISAAR (CPF) International Standard Archival Authority Record for Corporate Bodies, Persons and Families, International Council on Archives. Ad Hoc Commission on Descriptive Standards, 1996, Cataloging of archival material, 17 pages It's Not Who You Know -- It's Who Knows You!: The Small Business Guide to Raising Your Profits by Raising Your Profile

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