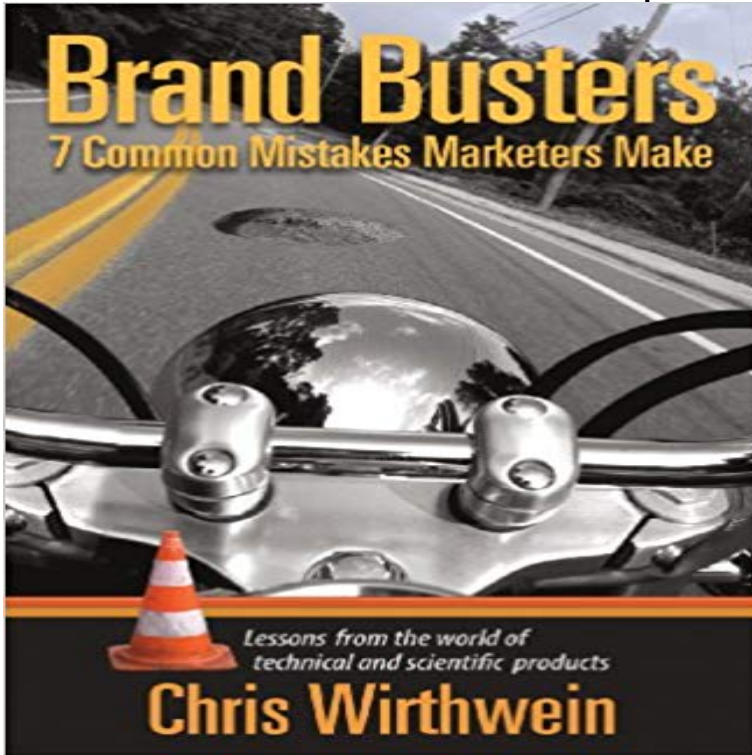


## Brand Busters: 7 Common Mistakes Marketers Make-Lessons from the world of technical and scientific products



Marketers make many common mistakes, no matter what the product or service they are trying to sell. In this common-sense volume, Chris Wirthwein focuses on the seven mistakes that are certain to bust your brand. and makes sure you know how to avoid them. The 7 common mistakes: Talking Needs instead of Wants Falling in Love with your Product Instead of Your Customer Believing that Marketing is a Science or an Art Trying to Please Everyone Forgetting that People Forget Believing Your Price is Too High, with no proof Believing You Must Sell Your Product on an Economic Basis In this easy and quick read, you will be reminded of all you need to know to make your marketing efforts successful.

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