



# Low Cost Marketing and Advertising - How to Promote Your Business Successfully

*Ken Heathcote*

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Establishing your place in the market goes much deeper than mere words, pictures, slogans or eye-catching phrases. Although all of these are important, it is the substance of the company, the soul and the ethos that defines the leaders in the race to the top. I started this book over thirty years ago and produced it as an aid to help me with our company's marketing and training courses. It was only after a suggestion by a colleague that I decided to reinvent it and bring it into the twenty-first century. The book is designed to meet the needs of small and medium size companies. It is however, a book that may just embrace all companies who wish to establish and promote their core values and their beliefs and ultimately develop the intangible substance I call emotional glue. "Heathcote's leadership started a fashion that became a phenomena. He inspired millions." Paul Fletcher MBE - Founder Partner at StadiArena "A very dedicated professional. A speaker for all ages. He has a lot to give and there is a lot to learn." Sam Allardyce - Football Manager at West Ham United

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