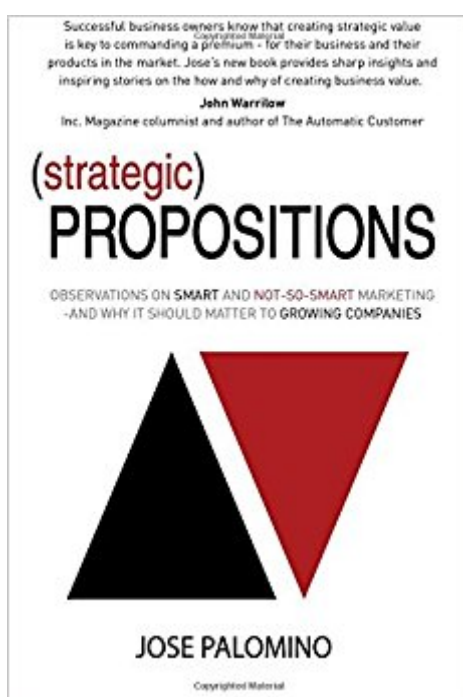


The book was found

Strategic Propositions: Observations On Smart And Not-So-Smart Marketing, And Why It Should Matter To Growing Companies



Synopsis

Strategic propositions observes the process of formulating ideas to bringing those ideas to market. Jose Palomino shares what tactics work well and what strategies fall flat. With specific examples and stories gathered throughout the last decade, the value of other's experiences can make a huge difference in how small and large companies grow.

Book Information

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Your value proposition is, in fact, the compass of your entire enterprise. Palomino was one of the first to grasp this essential truth. With his new book he continues his crusade to give the value proposition its rightful place at the center of business strategy. Flint McLaughlin - CEO and Managing Director of MECLABS and MarketingSherpa.com Successful business owners know that creating strategic value is a key to commanding a premium - for their business and their products in the market. Jose's new book provides sharp insights and inspiring stories on the how and why of creating business value. John Warrillow - Inc. columnist and author of The Automatic Customer Jose Palomino is the type of speaker, expert, and change agent that your organization, your members, your employees, and your team will love listening to. Why? Because Jose knows that at the intersection of smart marketing, accelerated sales, actionable buyer psychology, a dash of humor, and a consistent value-first mindset lies... well, success. Pure and simple. David Newman - Author of Do It! Marketing: 77 Instant-Action Ideas to Boost Sales, Maximize Profits, and Crush Your Competition --This text refers to an out of print or unavailable edition of this title.

Jose Palomino is the CEO of Value Prop Interactive and author of Value Prop: Create Powerful 13 Value Propositions to Enter and Win New Markets. As founder and CEO of Value Prop Interactive, he helps businesses take their ideas, products and services to market faster and more effectively.

Palomino captures the essence of what all sales folks need to focus on when building their strategic proposition. This is one of those books you will have dog eared pages, highlighted, notes in front folder.. you know those books that transform what you are doing. IT'S a KEEPER.

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