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Essentials of Services Marketing, 3e, is meant for courses directed at undergraduate and polytechnic students, especially those heading for a career in the service sector, whether at the executive or management level. It delivers streamlined coverage of services marketing topics with an exciting global outlook with visual learning aids and clear language.

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As a card-carrying dummy, I opened "Small Business Marketing for Dummies" with high hopes. I wasn't disappointed: in great detail and in plain English, Barbara Findlay Schenck has produced an exhaustive, fact-packed, thoroughly enjoyable guide to marketing.

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## **Marketing strategy - Wikipedia**

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