



Strategy Daddy: Marketing Strategies, Tactics and Case Studies That Can Change the Competitive Landscape of Your Business

Michael Keese, Anesh Kothari

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Michael Keesee, Ankesh Kothari

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Strategy Daddy takes a bold look at three areas that a business owner can change in order to adapt a strategy for success. In each of these three areas there are strategies, tactics and examples of other companies that have made it work. Some of the strategies are simple, free and quick to do. Others are game changers that will redefine a business and change the landscape forever. But all of them are effective ways to start moving your business to the next level.

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