



Marketing, Management and Motivation: Successful Business Development for Professional Service Firms

Diane Bown-Wilson, Gail Courtney, Dianne Brown-Wilson

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Written in a straightforward, results-orientated style, "Marketing, Management and Motivation" demonstrates how achieving the correct balance between these key elements can help managers ensure continuing business success. It helps firms establish sensible plans and objectives, implement realistic programmes of marketing activity, monitor progress and recognise when things are going wrong.

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