



The Ultimate Marketing Plan: Find Your Hook. Communicate Your Message. Make Your Mark.

Dan S. Kennedy

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More than 5 million businesses have profited from this unique step-by-step marketing system. *The Ultimate Marketing Plan, 3rd Edition* shows you how to put together the most promotable message possible for any product or service. Filled with practical, no-nonsense ideas that help you position your product, build buzz and make money, this updated edition includes expanded coverage on Internet marketing.

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