



and proven techniques for success.

As a business owner, particularly as the owner of a smaller, local business, it's very easy to think that all that online nonsense really has nothing to do with you. But the reality is that in the last 10 years or so, the internet has gone from being something of a techie fad to an indispensable part of most people's lives. Do you want to know something? Search online. Do you want to find a local business? Search online. Add the explosive growth of Smartphones like the iPhone and Androids, and now people don't even need to be in front of their computer to search for information - they can be anywhere. The trend of searching online for information is only going to grow more rapidly. What all of this means for local business is that if you're not visible to both your existing and potential customers in the places they're searching for information about you, you're in big trouble. They're going to find your competition online instead. And you'll get left behind. In this book, we're going to look at some important things you need to be aware of when marketing on the web. As well, we'll check out some of the ways to reach new customers, plus get your existing customers to spend more money with you - and do it more often! Learn about: - your website and how to leverage off it - what social media is and why you need to be part of it - how to get your website noticed plus ideas for getting free advertising online, communicating better with existing customers and lots of more of great ideas for marketing your business.

Practically no one in blockchain knows these powerful FACTS about marketing: 70% of Facebook users only read the headline 60% of people on Twitter who share posts will share without reading The first 30 seconds of your YouTube videos will determine your channel's success\*No sales copy in marketing = NO SALES If you're not using funnels, you're not marketing Even top professional marketers NEED the secrets revealed in this book The most successful marketers in the world have their own playbook with little-known secrets they use everyday. Now finally thanks to The Crypto Marketing Playbook-you can, too. Unleash these powerful techniques to manipulate human psychology to supercharge your influence and drive attention to your project. They work no matter what kind of technology you are promoting, no matter what social media platforms you are using, and no matter what budget you have. Learn how to start advertising on a shoestring budget and scale at will. The Crypto Marketing Playbook teaches you how to create a go-to resource for your copywriters, designers, and marketing specialists that's like having a marketing genie in their pockets telling them how to handle any situation. How to use approved copy to create powerful ads and brand consistency How to win trust and Influence people Proven psychological persuasion hacks to compel people to respond Sales science strategies for writing effective copy Things you should always/never do in your marketing Paul Democritou, a powerhouse author, entrepreneur, and consultant, has been training sales and marketing teams on consumer psychology for more than 25 years. He was the youngest and most sought-after sales and marketing trainer for some of the largest timeshare companies in Greece. After a career as an entertainer and a video producer/director, he returned to his passion and pivoted into sales, marketing, and video production for companies in and out of the blockchain industry. Paul's books include The Closers Part 3, written with living legend Ben Gay III, Success I.A.O, How To Sell a Pen-Really, and The Crypto Factor interview series with some of the most influential pioneers in the cryptosphere./p> Paul has worked and continues to work with several major blockchain projects, influencers, and start-ups. His intensive Marketing Mastery Coaching teaches businesses how to create and apply their marketing Playbooks and Game Plans to maximize the effectiveness of their marketing.

When it comes to reaching new heights in business, mastering a few activities is the secret. The problem is most business owners are actually doing too much in their business, which leads them to focus on the wrong things. As you follow the book and read the principles, remember it does not matter what industry nor type of business you operate. What matters is that you grasp the heart of the principles, the underlying lessons and strategies, that can help grow any operation in any category of business imaginable. The (10) strategies in this book are guaranteed to make you more money with less effort. These are the same strategies that have helped countless business owners get more clients, grow revenues, and increase profits in their business. Whether you're just starting out, or you're a seasoned Entrepreneur doing multiple 7 figures in your business, this book was written for you. Just like an architect needs a blueprint when building a house, business owners need a blueprint for every step of their journey. This is your BLUEPRINT....

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#1 Best-Seller in 5 Startup & Entrepreneurship Categories \*Named Top 5 Business Growth Book by Entrepreneur Magazine This compelling and inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside a fast-growing startup that created the first online dating app and grew to 100 million users. Explosive Growth combines lively and often hilarious storytelling, revealing genius growth tactics, numerous case-studies, and its step-by-step playbook to help your startup grow massively. Due to its raw storytelling style, practical lessons, compelling content, and fast-paced read, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to readers and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the highest highs and lowest lows of what it's really like to run a startup. Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app suddenly began to acquire 100,000 new users daily for free, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. You will learn how to: \* IGNITE EXPLOSIVE GROWTH by creating a remarkable product \* Identify the ONLY 3

METRICS THAT MATTER \* Explore valuable VIRAL GROWTH strategies to grow rapidly \* Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users \* Create a thriving culture of PASSIONATE EMPLOYEES and CONSTANT INNOVATION PRAISE: "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." -Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." -David Perry, Digital Sales & Business Development Expert at Google, Adobe, Amazon, Startup Advisor "Want to know how to grow your startup to 100 million users? Then this is the book for you. Explosive Growth gives step-by-step instructions, case studies and proven tactics on how to explode your growth." -Entrepreneur Magazine by Syed Balkhi "Lessons for startups and CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." -Andrew Weinreich, Inventor of Social Networking

Lively, sometimes contrary policy writings by one of our leading economists.

Simplified Chinese edition of Rework. Seth Godin, author of the international bestselling marketing Purple Cow that changed the way marketing is performed, says: "Stop reading the review. Buy the book." This small book is filled with common sense - yes, you know them, but the book tells you how to put them into practice. In Simplified Chinese. Distributed by Tsai Fong Books, Inc.

Over the last 10 years or so, the internet has become more and more ingrained in our daily lives. People use the internet to search for almost everything, including local businesses and other local information. And with the explosive growth of smartphones like Blackberries and the iPhone, this move to searching for everything online is just going to happen faster. If you're not reaching your customers (and potential customers) in the places they're searching for information, you're going to get left behind by your competition that is. In this book, we're going to look at some of the things that you need to be aware of when marketing on the web, as well as some of the ways that you can not only reach new customers, but get your existing customers to spend more money with you, and do it more often.

A Public Betrayed exposes deceptions, lies, and abuses of power in Japan that have led to such profound degrees of misunderstanding, confusion, and suffering that they have inspired the phrase "media atrocities." This book lays bare the mechanisms and motivations behind these sobering abuses. And as the examples show, the very factors, that have contributed to such injustices in Japan have become increasingly predominant in the news-media sectors of the West—factors such as extreme industry consolidation, the growth of nationalism, intense commercialism, and the erosion of media ethics. The lessons for the rest of the free world could be neither more profound nor more relevant. Now is the time to understand Japan and its media atrocities.

This is a book about a gambling system that works. It tells the story of how the author used computer simulations and mathematical modeling techniques to predict the outcome of jai-alai matches and bet on them successfully - increasing his initial stake by over 500% in one year! His results can work for anyone: at the end of the book he tells the best way to watch jai-alai, and how to bet on it. With humour and enthusiasm, Skiena details a life-long fascination with computer predictions and sporting events. Along the way, he discusses other gambling systems, both successful and unsuccessful, for such games as lotto, roulette, blackjack, and the stock market. Indeed, he shows how his jai-alai system functions just like a miniature stock trading system. Do you want to learn about program trading systems, the future of Internet gambling, and the real reason brokerage houses don't offer mutual funds that invest at racetracks and frontons? How mathematical models are used in political polling? The difference between correlation and causation? If you are curious about gambling and mathematics, odds are this book is for you!

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As China evolves, so does the global marketplace—all the way down to the consumer. The End of Cheap China is a detailed look at the rise of China, and how it will affect the global marketplace. A thorough exploration of the changes taking place in the Chinese economy, the book explains how much of the Western consumerist culture is built on the back of cheap Chinese factory labor, and warns that the era is coming to a close. Readers will learn why the cheap labor pool is beginning to dry up, what that means for the rest of the world, and how businesses will have to adapt to stay afloat. This updated second edition includes new statistics, the latest news on the Chinese economy, and additional case studies that illustrate the ways in which China has developed—into a brand-new potential market. China's social, political, and economic evolution will affect the entire world. Rising incomes are building pressure on the global commodities market, inflation is only just beginning, and consumers are experiencing sticker shock as cheap labor is becoming harder to find. The End of Cheap China explains the factors driving these changes, the impact that can be expected, and the opportunities that constitute a major silver lining for businesses panicking about the coming paradigm shift. Readers will: Discover the eight mega-trends changing China, and how far the ripples will spread Learn how rising costs in China will dramatically affect the American way of life Examine the rise of Chinese consumption, and the friction it engenders Consider the changes businesses must make to remain profitable in a changing world The global marketplace is evolving, and it's up to businesses to keep pace with the changes. The End of Cheap China provides a roadmap for navigating these changes, helping businesses lead the charge toward a more affluent global economy.



