



Trump University Marketing 101: How to Use the Most Powerful Ideas in Marketing to Get More Customers

By Don Sexton

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Trump University books are practical, straightforward primers on the basics of doing business the Trump way—successfully. Written by leading experts and including an inspiring Foreword by Trump himself, these books present smart business wisdom illustrated by real-life examples from Trump and other world-renowned experts. Perfect for anyone who wants to get ahead in business without the cost of an MBA, these street-smart books provide real-world business advice based on the one thing you can't get in any business school—experience.

In *Trump University Marketing 101, Second Edition*, you'll learn how to:

- Master the basics of great marketing to grow your business
- Adapt your marketing strategy to difficult economic conditions
- Understand customers, competitors, and markets
- Discover your target audiences
- Position your product or service against the competition
- Create a great brand from scratch
- Market residential and commercial properties effectively
- Develop powerful marketing plans
- Increase customer satisfaction
- Price your products for maximum profit
- Use advertising and the Internet to promote your business
- Employ guerrilla marketing techniques
- And much more!

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Editorial Review

Review

"...contains practical business tips...straightforward, matter-of-fact tone when explaining ideas and tactics with step-by-step instructions that are easy to grasp..." (*Business Traveller*, October 2006)

From the Inside Flap

For entrepreneurs, business leaders, and managers who don't have an MBA, *Trump University Marketing 101, Second Edition* provides an up-to-date explanation of the best ideas and most effective tactics in marketing. Combining the biggest name in business with lessons from a top marketing professor, this practical guide covers all the basics of a marketing MBA—without the commitment of so much time and money.

Author Don Sexton has taught marketing at Columbia University for more than forty years and now shares his lifetime of invaluable experience with you. Each short chapter focuses on one key marketing idea and explores it in a straightforward, nonacademic manner with exercises and examples that show the idea in action. Professor Sexton also includes practical guidelines for making vital and difficult marketing decisions—using the same formulas major corporations employ for making strategic marketing choices.

With step-by-step instructions and handy downloadable worksheets, this one-of-a-kind guide offers practical marketing help for anyone who wants to improve their sales, profits, cash flow, or ROI. You'll discover which tactics work and which don't, and learn to implement the right tactics in your own business. Plus, this updated edition includes entirely new chapters on hot topics such as how to market in a difficult economy and how to market real estate, as well as fresh marketing examples from inside the Trump organization.

Designed for use as either a standalone primer or as a companion text for Trump University marketing courses, *Trump University Marketing 101, Second Edition* provides all the information and strategy you need to successfully market your business and products. No matter what you sell or how you sell it, this comprehensive guide explains everything you need to know to master the art of marketing—even when the economy is down.

From the Back Cover

Trump University books are practical, straightforward primers on the basics of doing business the Trump way—successfully. Each book is written by a leading expert in the field and includes an inspiring Foreword by Trump himself. Key ideas throughout are illustrated by real-life examples from Trump and other senior executives in the Trump organization. Perfect for anyone who wants to get ahead in business without the MBA, these streetwise books provide real-world business advice based on the one thing readers can't get in any business school—experience.

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- Master the basics of great marketing
- Understand customers, competitors, and market conditions
- Find your target market
- Position your product or service against the competition

- Create a great brand
- Develop a marketing plan
- Grow your business
- Increase customer satisfaction
- Price your products effectively
- Advertise and promote your business
- Use the Internet to reach new customers
- Employ guerrilla marketing techniques
- Forecast sales and profits
- And much more!

Users Review

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Alice Hill:

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Alfredo Dunn:

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Patricia Bush:

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