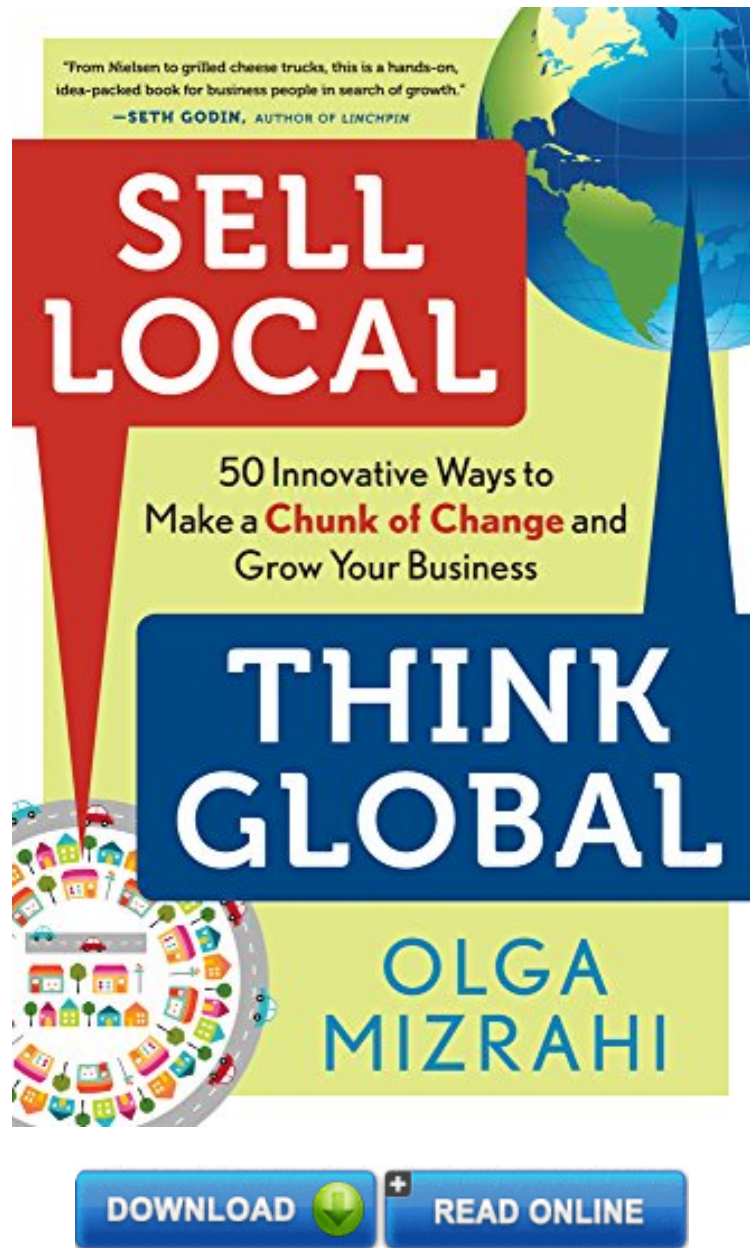


Sell Local, Think Global

Olga Mizrahi

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Olga Mizrahi : Sell Local, Think Global before purchasing it in order to gauge whether or not it would be worth my time, and all praised Sell Local, Think Global:

1 of 1 people found the following review helpful. A terrific marketing book for professionals from all walks of life
By Brad Pollak
This is a terrific marketing book targeted at professionals with too much to do on any given day, who need to have strong, graspable, creative, and effective marketing strategies in place to help them grow their businesses. Olga Mizrahi takes us on a journey that begins with a great explanation of the importance of a unique value proposition and then enlightens us brilliantly about offline marketing, how to change/update your website, how to measure analytics, how to improve your online marketing, how to use e-commerce, how to measure the value of social media, how to

change your mobile presence and much, much more. 3 of 3 people found the following review helpful. Excellent, bite-sized advice for business owners By Jody Olga has done an excellent job distilling her experience and wisdom into fifty creative tips for small business owners. This engaging book is full of honest, witty, practical advice and clear examples — something for everyone, no matter what stage their business is at! I especially liked how you can just jump into the book and read what's most pertinent to your current business needs. 1 of 1 people found the following review helpful. Quick-hit hints and action tips for the busy business pro By Christopher Kruchten This is a very useful book for the busy small business owner. It's jam-packed with easily actionable tips for improving your marketing and customer service, and the format presents them in easy-to-process "chunks". I found myself dipping in and out of the book, picking out what I needed at the time, and coming back to it later. Keep a highlighter and a notepad handy when you read this book, and jot down all the great ideas it inspires!

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