



# How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers

*Kelly McDonald*

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## **How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers**

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Reach new and diverse customer groups and expand your market share

The standard approach to marketing is to look for as many people as possible who fit one core customer profile. *How to Market to People Not Like You* challenges this traditional thinking about core customer bases, giving you a new approach to expand your customer base and your business.

Arguing for focusing on customer values rather than demographics, *How to Market to People Not Like You* reveals how you can grow business and profits by targeting those who are different from your core audience, rather than those who share similarities.

- Reach unfamiliar new market segments with your products
- Learn how to engage micro-segmented customer groups
- Author's company was named one of the top ad agencies in the US by *Ad Age*

Find out *How to Market to People Not Like You*, understand the needs and values that distinguish diverse customers, and reach their hearts, minds, and wallets.

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Why? Because this How to Market to People Not Like You: "Know It or Blow It" Rules for Reaching Diverse Customers is an unordinary book that the inside of the reserve waiting for you to snap that but latter it will surprise you with the secret this inside. Reading this book alongside it was fantastic author who else write the book in such amazing way makes the content inside of easier to understand, entertaining means but still convey the meaning completely. So , it is good for you for not hesitating having this ever again or you going to regret it. This unique book will give you a lot of advantages than the other book get such as help improving your skill and your critical thinking means. So , still want to hesitate having that book? If I had been you I will go to the publication store hurriedly.

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