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9 Inch Marketing. Paperback. Book Condition: New. Paperback. 208 pages. Dimensions: 8.9in. x 5.9in. x 0.6in. Whats Your Purple Goldfish (WYPG) is about differentiation via added value. Marketing to your existing customers via G. L. U. E (giving little unexpected extras). The end result is increased sales, happier customers and positive word of mouth. Praise for WYPG In business you must do something thats above and beyond whats expected. Phelps shows the ingredients behind creating signature extras that are unconventional and...

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