Harpeth Marketing Releases 4th eBook on Marketing & Sales for Market Research Firms

Contributed by Harpeth Marketing
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Harpeth Marketing recently announced the release of â€œMarketing & Sales for the Market Research Firmâ€•, the online eBook can be downloaded free from the companyâ€™s website.

This eBook, written for firms in the market research industry, focuses on helping the reader get the most out of their tactical executionâ€¦ on making things happen to achieve results. Each chapter delivers 10 specific ideas/tips/how-tos on topics like email marketing, social media marketing, creating great presentations, SEO, building a sales team and more. According to Steve Henke, President of Harpeth Marketing and former President of 20|20 Research, â€œThis eBook is much different than the first three in that I brought in a number of outside experts to write several of the chapters.Â Each of them specializes in a particular field and brings their unique perspective to the book.Â With a total of 100 ideas that can be put to use right awayâ€¦ Iâ€™m confident our readers will find this eBook very beneficial.â€• Marketing & Sales for the Marke Research Firm: The Top 10 Tips for the Top 10 Tactics can be downloaded by going to http://www.harpethmarketing.com/ebook/ .