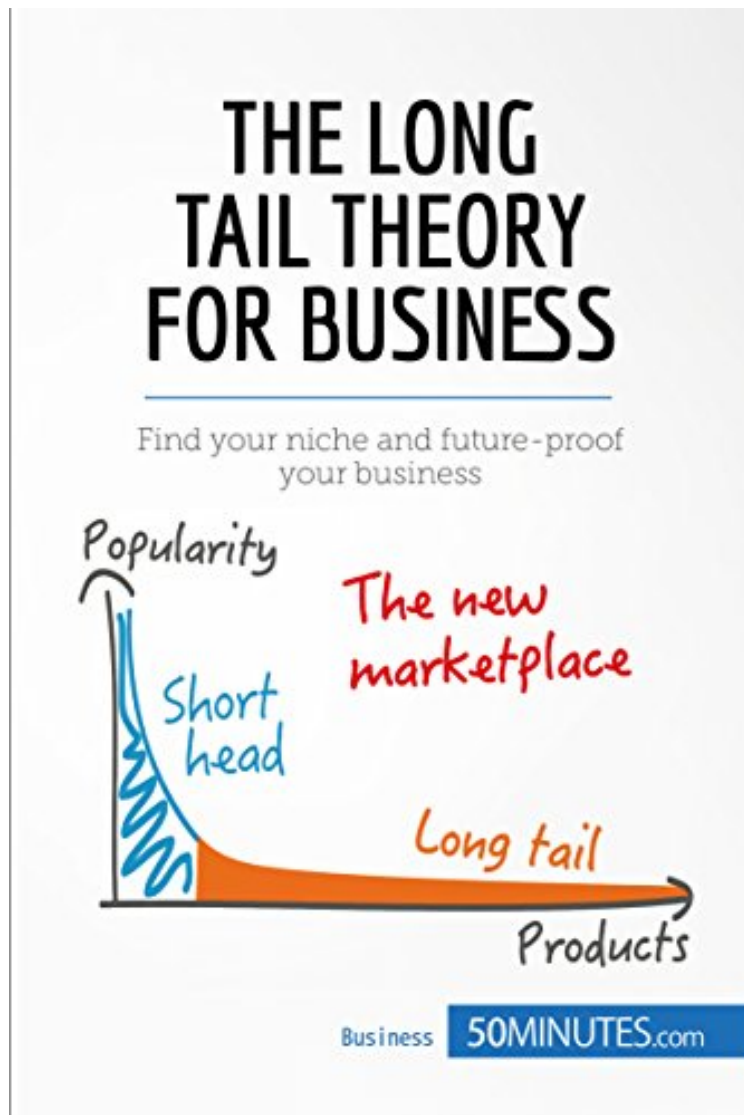


[Download pdf] The Long Tail Theory for Business: Find your niche and future-proof your business (Management Marketing Book 26)

The Long Tail Theory for Business: Find your niche and future-proof your business (Management Marketing Book 26)

50MINUTES.COM

ebooks | Download PDF | *ePub | DOC | audiobook



DOWNLOAD



READ ONLINE

#761803 in eBooks 2015-09-02 2015-09-02 File Name: B014T6N5NE | File size: 39.Mb

50MINUTES.COM : The Long Tail Theory for Business: Find your niche and future-proof your business (Management Marketing Book 26) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Long Tail Theory for Business: Find your niche and future-proof your business (Management Marketing Book 26):

Find your niche and future-proof your business! This book is a practical and accessible guide to understanding and implementing the long tail theory, providing you with the essential information and saving time. In 50 minutes you will be able to:

- Understand the uses of the long tail theory in the digital product market and how you can use it to sell products and for search engine optimization
- Identify the products in your portfolio that make up the "head" and "tail" sections of the long tail theory and use these findings to form your strategy
- Learn about how you can increase future profitability using Chris Anderson's strategy of "selling less of more"

ABOUT 50MINUTES.COM | Management Marketing

50MINUTES.COM provides the tools to quickly understand the main theories and concepts that shape the economic world of today. Our publications are easy to use and they will save you time. They provide elements of theory and case studies, making them excellent guides to understand key concepts in just a few minutes. In fact, they are the starting point to take action and push your business to the next level.