



50 Marketing Ideas for the Pet Product Business

Alison Jones

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Fifty essential marketing tips for anyone running, or thinking of starting up, a business selling pet products from the founder of www.princeprincesspetwear.co.uk. A great companion to Jones' first book 'How to Profit from Pet Products.'

Includes advice on How to get Local Publicity for Free, Deal with Complaints Efficiently, Become a YouTube Sensation, Unconventional Advertising Tactics, Be One Step Ahead of Competitors.

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