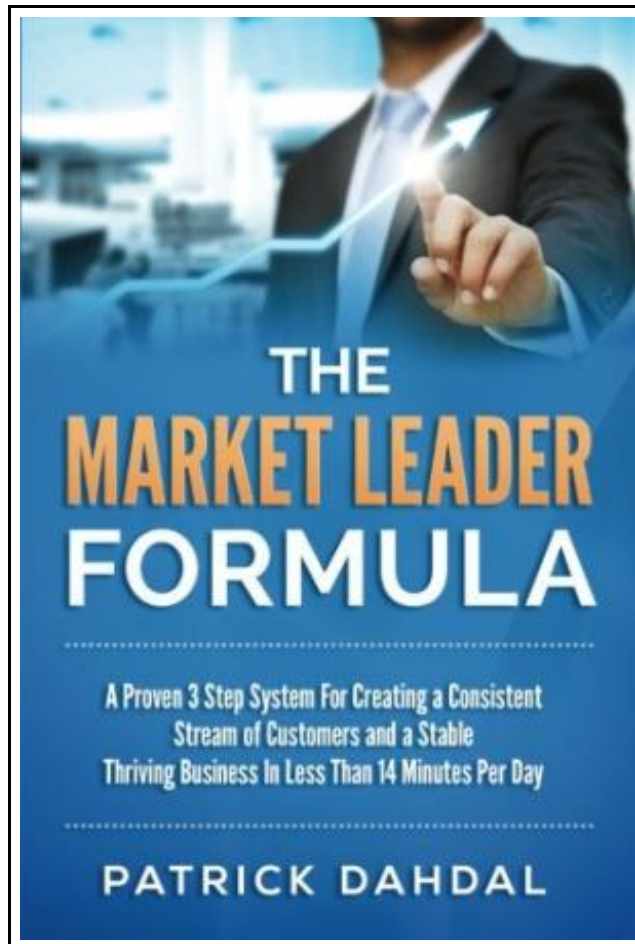


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Createspace, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Why is it important be the market leader? Because your prospective customers, clients or patients want the market leader. They want the market leader as for them seeing all the choices of different businesses offering the same services is confusing. They don t know who to trust, who is going to care of them and who is going to give them the results that they want. In order for them to know who they can trust, they are going to go to the business they think is the market leader and this is the business that has made a conscious marketing effort in positioning themselves as the market leader. This is even more important if you re a local business serving a particular geographical area as consumers today in the local space wants to build a relationship with you, they want to know you have their best interest in mind and for them the way to discover that is to have a conversation with you, come into your business and have a raving fan experience i.e. they love how they have been treated and the results they got from interacting with you that they want to spread it to the world. Consumers today are fed up with the faceless corporations and want a personable business that can become their trusted advisor in matters that concerns what you re offering, they want the personal touch and they want to be educated so they can make the best possible decision of which service is best going to suit them. If you re the one who is doing the educating you will be the one who is considered the expert, the...

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