



So, What's the Bottom Line?: 76 Proven Marketing Tips & Techniques for Building Your Business and Personal Brand

Yitzchok Saftlas

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Most people fail to see the correlation between “business” and “brains.” For Yitzchok Saftlas, master of marketing, it seems readily transparent. During our challenging economic times, when people desperately seek to recharge themselves on various planes, Saftlas presents us with *So, What’s the Bottom Line?* taken from his real-life experiences and knowledge from a two and a half decade career as founder and president of his own marketing consulting company, Bottom Line Marketing Group. Perfect for executives, entrepreneurs, salespeople, and marketers in the corporate and nonprofit spheres, *So, What’s the Bottom Line?* teaches key business fundamentals, such as creative marketing initiatives, effective communication, customer retention, and strategic planning and execution. The stories, examples, and practical insight demonstrate the principles and practices leading to winning results and how to think like a savvy individual prepared for success. Ideas such as how you gain by thanking your customers and making your clients’ priorities yours may seem basic. Others, such as learning from Rufus the Dog or gaining insight into the value of performing market research and demographic studies from your local dry cleaners, may not be as obvious. Wise and to the point, each of the 76 short and motivational chapters includes a concise action step, providing a clear direction of how to succeed. Prepare to be enthralled as you uncover Saftlas’s acumen derived from his exposure to extraordinary people, events, and institutions. It will shed an often unseen human light on the field of marketing. Gain experience-based tactics, common-sense ideas, and principles to grow your bottom line.

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