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Town Inc: Grow Your Business. Save Your Town. Leave Your Legacy. (Paperback)

By Andrew M Davis

Monumental Shift, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English . Brand New Book ***** Print on Demand *****.A Rallying Cry! Town INC is less of a book than it is a rallying cry! You'll never look at any town or city the same way again. - Ann Handley, author of Wall Street Journal bestseller, Everybody Writes Groundbreaking A groundbreaking book based on a simple, rarely used, concept. Town Inc. a must-read for any entrepreneur who wants to claim their fame and every city leader hoping to turn their place into the next best thing. -Joe Pulizzi, Founder, Content Marketing Institute and Author, Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Remarkable Businesses Empower Your Business, Your Town, and Your Fellow Citizen to Prosper as Never Before Town Inc. unpacks the deceptively simple link between building a booming business and growing a prosperous town. The secret, it turns out, is to market your town just as passionately as you market your own business. In cities across America, business leaders are telling uniquely compelling stories to lure other businesses and a willing workforce to relocate to their towns. Their towns flourish...



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