



Trump University Marketing 101: How to Use the Most Powerful Ideas in Marketing to Get More Customers

Don Sexton

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Trump University books are practical, straightforward primers on the basics of doing business the Trump way—successfully. Written by leading experts and including an inspiring Foreword by Trump himself, these books present smart business wisdom illustrated by real-life examples from Trump and other world-renowned experts. Perfect for anyone who wants to get ahead in business without the cost of an MBA, these street-smart books provide real-world business advice based on the one thing you can't get in any business school—experience.

In *Trump University Marketing 101, Second Edition*, you'll learn how to:

- Master the basics of great marketing to grow your business
- Adapt your marketing strategy to difficult economic conditions
- Understand customers, competitors, and markets
- Discover your target audiences
- Position your product or service against the competition
- Create a great brand from scratch
- Market residential and commercial properties effectively
- Develop powerful marketing plans
- Increase customer satisfaction
- Price your products for maximum profit
- Use advertising and the Internet to promote your business
- Employ guerrilla marketing techniques
- And much more!

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