



# Aesop's Keys to Profitable Marketing

*Betsy Kruger*

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**Aesop's Keys to Profitable Marketing** Betsy Kruger  
AESOP'S KEYS TO PROFITABLE MARKETING

"Aesop's Keys" shows business leaders how to delight their top customers with 12 new marketing strategies. Some keys to profitable marketing are to focus on quality, compete on strength, target key prospects, and reward the best. Each chapter updates a tale by Aesop, relates his wisdom to marketing, and shows how to apply each key to a business. A universal law of results, the 80/20 rule, predicts how much any business can magnify profits by focusing on its most profitable customers.

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