



# Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life

*Phil Fragasso*

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You are a successful entrepreneur with a brain for business, but you're indecisive about marketing and need a guide that will help your company distinguish itself, inspire customer loyalty and increase profits.

*Marketing for Rainmakers: 52 Rules of Engagement to Attract and Retain Customers for Life* presents practical concepts, helpful tips and real-life examples to help you take your business to the next level with marketing that focuses on the customers' needs. Fifty-two business-building ideas will inspire you to take immediate action and develop a marketing mindset.

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