



# Rule of Thumb: A Guide to Sustainability for Small Business

*Dr. Beverly Browning*

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# Rule of Thumb: A Guide to Sustainability for Small Business

*Dr. Beverly Browning*

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Real world and commonly understood examples and experiences help the reader identify strengths which underscore a healthy marketing business plan and mistakes to avoid. Rules of Thumb throughout create easy to remember and apply fundamental principles and guideposts along the marketing journey.

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