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Small Business Marketing For Dummies, which Business Week

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praised for pre-senting “marketing issues as real-world problems with real-world solutions.” Today, she’s still forming her thoughts into headlines, news releases, and marketing plans, but on a more relaxed schedule. In addition to writing, she offers marketing presentations and workshops.

### **Small Business Marketing**

Affiliate Marketing For Dummies – What Is It? Affiliate marketing is a form of promotion where a person highlights a product or service offered by a separate business. The marketer receives a payment or commission from the business when sales are made based on the promotional efforts utilized.

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