



The IT Marketing Crash Course: How to Get Clients for Your Technology Business

Raj Khera

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The IT Marketing Crash Course will help you grow your technology business. If you provide managed services, web/mobile application development, software development, cybersecurity or network services, this book will show you how to generate more qualified leads and close more sales. What people are saying: “Raj is a superstar marketer whose strategies I’ve followed and written about for years. Now he shares his techniques for success with you in this entertaining book. I’m confident his proven ideas will benefit your business.” - David Meerman Scott, international bestselling author of *The New Rules of Marketing and PR*, now in more than 25 languages “If you need to focus your entire team on what it takes to sell more, give them this book – fast.” - Dan Solomon, author of *Media Rules!* and former-CEO of a three-times INC 5000 company “The book dives right into actionable steps to help technology companies win more business.” - Dale Coyner, Founder, Communicast Inc. “Raj has been an Internet pioneer even before there was a GUI. His latest work pushes the envelope ever deeper in to modern marketing from which we can all profit.” – Mike Mann, author of *Make Millions* and *Make a Change*, CEO of SEO.com, Chairman of Grassroots.org “Definitive answers to marketing issues that every tech entrepreneur faces. Forget trial and error... this book will shorten your learning curve substantially.” – Duffy Mazan, CEO, Second Venue “Shows how to overcome many of the misconceptions and myths about how to market a technology company. Businesses who use this advice will save millions of dollars in misspent sales costs, and avoid months of aggravation doing things wrong before they get it right.” - Dave Jefferson, CEO, Mojo Live “This book is full of up-to-date marketing strategies and insightful tactics IT companies to generate qualified leads and win new clients. Required reading for anyone looking to grow their technology business.” - Mary Knebel, Vice President, Alarm.com “This is not a book you read once and put away on the bookshelf. You want to read this again, and again.” - Chris Brown, Vice President, Aldebaron “Offers specific ideas that IT entrepreneurs can implement. I especially liked the action-oriented checklists at the end of each chapter.” - Shahid Shah, CEO, Netspective “An educational and timely reference guide for anyone involved (and the many more interested) in keeping up with today’s marketing tactics.” - Irene Lane, President, Greenloons

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