

INTRODUCTION

- What Old Marketing Says-

“You need to identify your customer, find what he wants and sell the product to him. You are allowed to do all the dirty tricks to make the sale. You are always seeking the customer, Day in and Day out.”

Reverse Marketing is Just opposite.....

Going forward is a prerequisite for any business but often you have to take a reverse gear. It implies that you have to unlearn, learn and re-learn the tactics. It is done so that customers come to your brand.

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