

**From Rim Shots to Results With...**

# **SLAM DUNK**

**MARKETING**

**Phil "Zoom" Roberts  
and Christopher O'Donnell**

# Slam Dunk Marketing From Rim Shots To Results

**Ensheng Dong**



## **Slam Dunk Marketing From Rim Shots To Results:**

*Slam Dunk Marketing* Phil Roberts, Christopher O'Donnell, 1997-03-01      From Rim Shots to Results With--slam Dunk Marketing Philip Roberts, Christopher O'Donnell, 1997 People learn best through parables so you're sure to soak up skills in this fictional but true to life story of a restaurant owner As you follow Dean's experiences you'll learn how to make your restaurant on a shoestring budget personalize your direct mail calculate your real return on investment and accurately determine if your plan will work before you execute it      Cooking for Profit, 2001      **Restaurant Business**, 1998-07

**YOGA, CURLING EXERCISE AND THREE POINT SHOOTING IN BASKETBALL** Dr. Balaji P. Jadhav,      **American Book Publishing Record**, 1998      *Dangerous Hoops* D. Larry Crumbley, Fred H. Campbell, Thomas J. Karam, Peter A. Maresco, 2011-08-15 Part crime novel part textbook *Dangerous Hoops* combines the principles of marketing and forensic accounting into a lively narrative to educate and entertain Set in the world of professional sports *Dangerous Hoops* introduces FBI agent Bill Douglass as he pursues a deadly extortionist in order to save lives and spare the NBA from a public relations nightmare The adventurous storyline complete with demands for cash and diamonds poisoned collectors cards and botched drop offs also explores aspects of business and marketing with examples from the world of pro basketball Both innovative and educational *Dangerous Hoops* provides real instruction in a novel form and serves as a refreshing text for business majors and MBA students      **Popular Mechanics**, 1994-06 *Popular Mechanics* inspires instructs and influences readers to help them master the modern world Whether it's practical DIY home improvement tips gadgets and digital technology information on the newest cars or the latest breakthroughs in science PM is the ultimate guide to our high tech lifestyle      *Books In Print 2004-2005* Ed Bowker Staff, Staff Bowker, Ed, 2004      **TV Guide**, 2001      **Book Review Digest**, 1998

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