



**Summary: Max-e-Marketing In The Net Future -
Stan Rapp and Chuck Martin: The Seven
Imperatives For Outsmarting The Competition In
The Net Economy**

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Complete summary of Stan Rapp and Chuck Martin's book: "Max-e-Marketing in the Net Future: The Seven Imperatives for Outsmarting the Competition in the Net Economy".

This summary of the ideas from Stan Rapp and Chuck Martin's book "Max-e-Marketing in the Net Future" shows that every company needs to understand the concept of max-e-marketing and apply it in order to focus on profits and create more added-value for customers. In their book, the authors explain max-e-marketing by focusing on three main areas: establishing good relationships, good experiences and accumulating value by accumulating the value of those relationships. This summary demonstrates how each of these areas can be improved to ensure that you are a market leader for years to come.

Added-value of this summary:

- Save time
- Understand key concepts
- Expand your knowledge

To learn more, read "Max-e-Marketing in the Net Future" and find out how you can make sure you don't get left behind.

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