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A Marketing Strategy Nerd from Iceland Publishes a Pink Book to Untangle Marketing for Small Business and Entrepreneurs!

Self-confessed marketing nerd, Thoranna Jonsdottir, has just published the first in a series of books for small businesses and entrepreneurs. She's a woman on a mission to untangle marketing to help people build businesses that people love - both customers and owners. There is no jargon or academic mumbo jumbo here - just a practical no-nonsense step-by-step map through the marketing jungle.

Says the author: "I just hate seeing so many businesses die, or just scrape by, simply because of lack of marketing knowledge and understanding. There are so many people out there that need to be able to use this stuff without having to become experts and spend endless amounts of time on things they may never have to use. People need a good understanding of marketing, without having to take on board any more than is needed to get results. And we marketing people need to start speaking like humans rather than aliens!"

The book is out on Amazon Kindle now and a print version will be available soon. An audiobook is also in the works.

The book covers the five main elements involved in building an effective marketing program. The following books in the series will delve deeper into each of those five elements.

The book has been well received by those that have got a sneak peak. Dr. Andrea Pennington, a Discovery Channel and Oprah veteran and adjunct professor at the International University of Monaco had this to say:

"Finally someone has cleverly and concisely demystified marketing jargon and drawn a clear, easy to follow map to navigate your way to success. Thoranna's Marketing Untangled is an essential starting point for strategically planning your start-up jungle safari!"

You can see what more people have to say about the book here:

<http://thoranna.is/marketing-untangled-endorsements/>

A friend of the author's asked her: "The cover is so ... PINK! Is that deliberate?" You bet it is! Want to know why? Well, that just might be a great topic for an interview ;)

As part of Amazon's KDP Select program the book will be available for free between 8am GMT on Thursday December 4th until 8am GMT Monday December 8th, and the author hopes that as many people as possible take advantage of that.

For more information and materials, please see: <http://thoranna.is/marketing-untangled-press/>

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