



# What Every Business Owner Should Know About Marketing and Insurance

*John Obstarczyk, Jonathan Obstarczyk*

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No matter what kind of company you own, your real job is marketing. Without marketing, you'll soon find yourself without a business. Father and son insurance veterans John and Jonathon Obstarczyk credit their thriving agency not only to exceptional service and knowledge, but to a finely-crafted marketing plan that can be applied to absolutely any company. Their new book details simple yet highly effective strategies that business owners can use to take their firms to the next level. As a bonus, they also share insider insurance secrets that can save you time and money.

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