## What Your Business Is - and Is Not

**Business Strategy** → Brand Strategy → Marketing Strategy → Marketing Plan

What You Do	Who You Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target
What You Don't Do	Who You Don't Target



