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The Professionals' Information Center

MARKETING

the corporate sine qua non

- 1. The Solid Gold Mailbox How to Create Winning Mail-Order Campaigns By the Man Who's Done It All...Walter H. Weintz. John Wiley & Sons. "It will become the bible of the direct marketing profession." --Robert J. Teufel, President Rodale Press. 268 pp. \$22.95
- 2. Branding: A Key Marketing Tool edited by John M. Murphy. McGraw-Hill. What branding is, how to develop brands, how to protect them, growth of international brands, future of branding, more. 192 pp. \$19.95
- 3. Exhibit Marketing A Survival Guide for Managers by Edward A. Chapman, Jr. McGraw-Hill. Turning an exhibit into a marketing event--how to design, ship, set up your exhibit, how to select and train the sales staff, manage post-show operations, measure results, more. Case history. 309 pp. \$19.95
- 4. International Marketing Strategies How To Build International Market Share by Erik Wiklund. McGraw-Hill. Gathering information, increasing sales force effectiveness, forming the overall game plan.195 pp. \$19.95
- 5. Marketing to the Fortune 500 and Other Corporations by Jeffrey P. Davidson. Dow Jones-Irwin. "...the long-awaited door opener to the corporate purchasing arena." Inside tips and plan for securing contracts. 291 pp. \$29.95

