

Market

Executives and managers who are, or would like to begin, marketing and selling to home-based businesses.

Author Profile

Who:

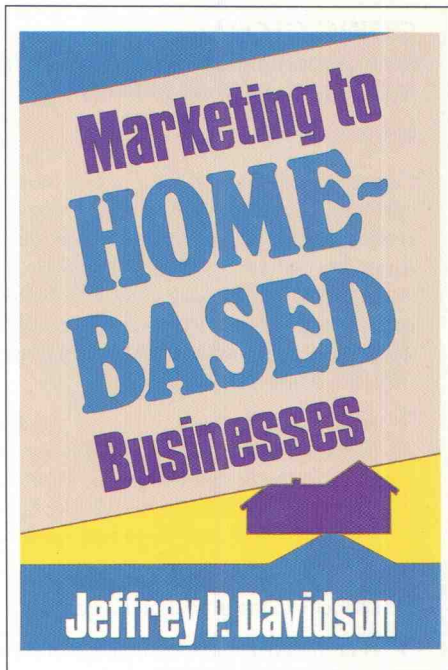
Jeffrey P. Davidson

What:

The author of 12 books including Marketing for the Home-Based Business (Bob Adams Inc., 1990), The Achievement Challenge (Dow Jones-Irwin, 1987), Avoiding the Pitfalls of Starting Your Own Business (Walker & Co., 1988), and Marketing on a Shoestring (Wiley, 1988). He is a certified management consultant (CMC) and is a frequent guest on national radio and television talk shows.

Where:

Falls Church, VA



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MARKETING TO HOME-BASED BUSINESSES

Jeffrey P. Davidson

Every marketer is on the lookout for new sales opportunities. The new "work at home" trend is the latest to arise. According to *U.S. News and World Report*, 25,000,000 Americans are performing some or all of their work at home. By 1995 this figure is expected to rise to 35,000,000! This tremendous increase in entrepreneurs provides an enormous reservoir of potential customers. Davidson shows how marketing executives in any size company can sell to these businesspeople.

With a median income of \$47,000, work-at-homers are a newly-discovered niche with plenty of money to spend. Davidson helps marketers:

- Tap an affluent, fast growing market.
- Develop the strategies and techniques required to effectively market to home-based businesses.
- Decide whether it is profitable for their company to target and market to people working at home.