

Praise for *The Marketing Sourcebook*...

About the author

JEFFREY P. DAVIDSON (Falls Church, Virginia) is a well-known speaker and Certified Management Consultant, as awarded by the Institute of Management Consultants. He is the author of *Marketing on a Shoestring* (Wiley, 1988) and *Avoiding the Pitfalls of Starting Your Own Business*, and the coauthor of *Marketing Your Consulting and Professional Services* (Wiley, 1985) and *Getting New Clients* (Wiley, 1987), among many other books. He has written hundreds of articles for periodicals and journals, including *Marketing News*, *Real Estate Today*, *Successful Woman*, *ABA Banking Journal*, *Business and Society Review*, *Professional Insurance Agent*, *National Public Accountant*, and many others. He has been cited in *Changing Times* magazine, *Nation's Business*, *The Wall Street Journal Career Employment Weekly*, and *The Washington Post*. He is a five-time winner of the Small Business "Media Advocate" of the Year Award in Washington, DC, and has been named "Executive of Distinction" by the American Institute of Management.



"It's not who we think we are that's important, it's what others think we are. That's positioning, and Davidson does an outstanding job in explaining how positioning can be used to assure business success."

—Robert Half, founder,
Robert Half International, Inc.

"Jeff Davidson's book is the best resource I have found to deal with today's immediate needs of entrepreneurs. It's filled with valuable, creative, and exciting concepts. It stimulated my thinking and that of my staff."

—Carolyn Jackson, author, *Color Me Beautiful*,
founder and CEO, Color Me Beautiful, Inc.

"I applaud your approach toward position marketing—which is not just fighting the battle, but winning the war. This book gives the reader a great battle plan for achieving results."

—Marilyn L. Liebrez-Himes, Associate
Professor of Business Administration,
George Washington University

"As it says within, it is nine times more difficult to attract new customers and clients than to retain existing ones. *The Marketing Sourcebook for Business* shows you how to maximize your sales—stroking the bird-in-the-hand rather than chasing those birds-in-the-bush."

—Gustav Berle, former Marketing Director,
National Service Corps of Retired
Executives (SCORE)

"A valuable resource for today's busy entrepreneur who continually faces new marketing challenges in a world of accelerating change."

—John Pannullo, Director, Industry Relations,
Associated Builders and Contractors (AB&C)

"Many businesses fail to apply the marketing concept of putting the customer first, perhaps because they are not sure who the customer is or which customers to focus on. Jeff Davidson presents a highly pragmatic solution to the problem of determining the proper focus of the business. This book is lively and enlightening, well written, and entertaining. I'm giving it as a gift to many of my business clients."

—Peter J. LaPlaca, PhD, Associate Professor
of Marketing, University of Connecticut

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