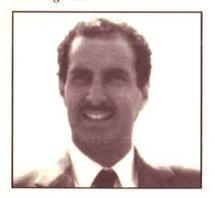
About the author

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.



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