

THE MARKETING SOURCEBOOK FOR SMALL BUSINESS

Jeffrey P. Davidson



"Shows you how to maximize sales to your target customers."

—Gustav Berle

National Marketing Director,
Service Corps of Retired Executives/
U.S. Small Business Administration

Jeff Davidson, popular marketing consultant and author, delivers an innovative resource for owners and managers of small and mid-size businesses that is especially geared for the tough competition of the 1990s. Stressing the critical importance of proper positioning, he offers a compendium of practical and effective ideas and strategies for successful marketing.

- How to gather invaluable public and private information for market research
- How to use an ad agency and determine an ad budget, with examples of actual ads and advertising campaigns that worked
- Ways to attain favored status as a vendor to large corporations
- Annotated lists of key directories, services, and contacts
- Innovative techniques such as Aftermarketing™ to help maintain a company's position

JEFFREY P. DAVIDSON (Falls Church, Virginia) is a management consultant, lecturer, the coauthor of *Marketing Your Consulting and Professional Services* and *Getting New Clients*, and the author of *Marketing to the Fortune 500* and *Marketing on a Shoestring*.

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