

Alternate Selection

# THE MARKETING SOURCEBOOK for SMALL BUSINESS

By Jeff Davidson

Geared especially to the needs of the entrepreneur and manager of the small business, this book is filled with ideas and techniques for succeeding in the tough marketing environment of the 1990s. Jeff Davidson, author of books including *Marketing on a Shoestring*, focuses on how to employ effective positioning, not just in advertising and promotion but throughout your entire company—such as in projecting an image of financial strength and in building strategic relationships with other companies.

Positioning is vital for businesses in today's time-pressed, information-overloaded society, and it can help you cope with the three problems small businesses constantly face—the lack of time, capital, and effective marketing strategies. Davidson reveals how to redefine your business and marketing to benefit the niche you seek to serve, and suggests how to realign corporate resources to that end. There exists a vast amount of low-cost data available for creating an accurate, complete profile of any target group, and *THE MARKETING SOURCEBOOK FOR SMALL BUSINESS* is replete with listings of directories, sources, services, and databases to locate that information.

Davidson then tells how to select an advertising agency, determine an ad budget, and work effectively with the agency, as well as use public relations to your best advantage. To show how it's done, he presents examples of ads and public relations strategies that have helped position small companies.

Davidson's comprehensive approach to positioning also considers how to pick the best location for your business, whether it's retail, business services, manufacturing, or professional services. (There's even a chart of items to check before you consider leasing a building.) No less important than your product or location is the perception of your company's financial strength, as the author makes clear in a step-by-step plan to present a winning image to investors, lenders, and other concerned outsiders. Recognizing the special marketing needs and possibilities of different industries, the author then examines positioning techniques for professional services firms, retail businesses, and for vendors seeking favored status in long-term customer relationships.

*THE MARKETING SOURCEBOOK FOR SMALL BUSINESS* also illustrates how to insure that all your staff members are contributing to the firm's marketing efforts. Davidson explains how a new kind of sales training enables reps to better respond to customers' changing needs, and helps establish company position... offers techniques for maintaining your hard-won position... and, instructs you on assessing customers gained and lost, and on fine-tuning your position.

You've heard how positioning has created success stories in huge corporations with mega-million-dollar marketing budgets. Now, in *THE MARKETING SOURCEBOOK FOR SMALL BUSINESS*, you have an information-packed guide to putting these principles to work for *your* business.

- 320 pages
- 6 1/8" x 9 1/4"
- (60577)

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