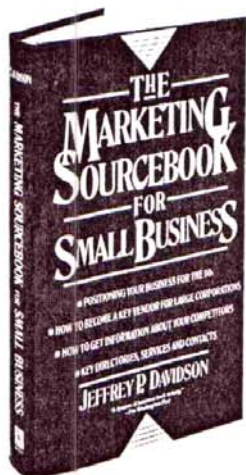


FOR GRAPHIC AND COMPUTER DESIGN PROFESSIONALS



Learn to create a positive image for your business

The Marketing Sourcebook for Small Business
by Jeffrey P. Davidson

You can make the most exciting images in the world, but if you don't create a positive image in your clients' minds, you'll be out of business fast. Even if you've already carved your niche in the

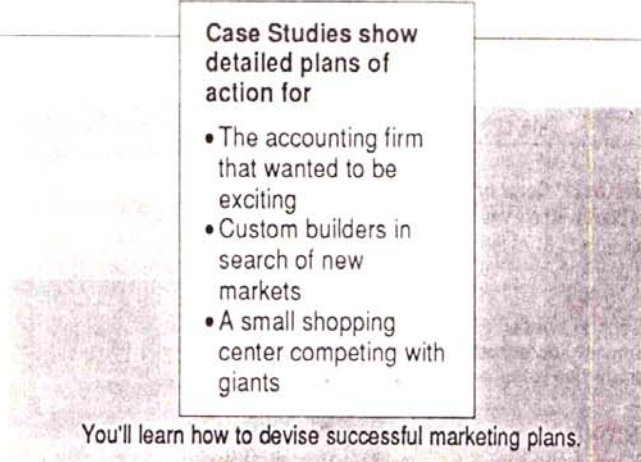
market, you could get stuck in a rut in the 1990s watching business pass you by—unless you're prepared. *The Marketing Sourcebook for Small Business* can help you position your freelance operation or design house in the marketplace of the 1990s.

You'll also understand better the needs of your commercial art clients in an increasingly image-conscious society.

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Davidson even shows how to

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