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NEW SOURCEBOOK SHOWS SMALL BUSINESSES HOW TO "EFFECTIVELY POSITION" THEMSELVES IN TODAY'S MARKETS

"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.

"The best resource I have found to deal with today's immediate needs of entrepreneurs...filled with valuable, creative and exciting concepts."

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

"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 & Contractors (AB&C)

Today's business world is an environment where changes are happening faster than our ability to keep up with them. Because of this, the small to mid-sized business can no longer build itself on calculated guesswork. To eliminate such uncertainty, **THE MARKETING SOURCEBOOK FOR SMALL BUSINESS** (Wiley; July 25, 1989; \$24.95 cloth) by management consultant Jeffrey P. Davidson is an essential guide to the ideas, information and techniques that will help small business owners stay in the game by effectively positioning their companies in the minds of those they wish to serve.

According to the author, the marketplace today is decreasingly receptive to traditional marketing strategies. Simply put, too many products, companies and messages command the already divided attention of the customer. To get ahead of the pack, a small company must stand out. But how? **THE MARKETING SOURCEBOOK FOR SMALL BUSINESS**, using hundreds of illustrative examples and numerous case studies, provides the necessary step-by-step tools that will enable the small business to:

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- * define its particular niche and align its resources to support that definition;
- * effectively use advertising and public relations to impact the target audience and maintain an effective image, plus find the right agency and determine an ad budget;
- * become the favored vendor to large corporations; and
- * stay in the forefront using an assortment of techniques that ensure the small business' position remains secure.

Jeffrey Davidson has worked with over 250 small to medium-sized businesses and found that most entrepreneurs are continually in need of three things: time, capital and effective marketing strategies. Convinced that positioning can assist businesses in all three problem areas, he concludes that "in the ultracompetitive, swiftly changing overinformation environment of the 1990's, position marketing will become an essential element of survival." To that end, **THE MARKETING SOURCEBOOK FOR SMALL BUSINESS** offers everything a growing business needs to succeed.

Among **THE MARKETING SOURCEBOOK FOR SMALL BUSINESS'** many useful features are four appendices: a glossary of new terms and concepts, a list of additional reading, a bibliography and an annotated directory of marketing associations. It is also indexed.

JEFFREY P. DAVIDSON is a well-known speaker and Certified Management Consultant. The author of many books, including Marketing on a Shoestring and Avoiding the Pitfalls of Starting Your Own Business, he has written hundreds of articles for such periodicals and journals as Marketing News, Real Estate Today and Successful Woman. A five-year winner of the Small Business "Media Advocate" of the Year Award, he has also been named "Executive of Distinction" by the American Institute of Management. Mr. Davidson lives in Falls Church, Virginia.

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