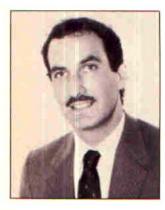
(continued from front flap)

Marketing on a Shoestring also reveals what makes a good ad (and how to create your own with relative ease), how to produce high-quality brochures, how to prospect via the lunch and dinner circuit...plus information on reciprocal ads, tip clubs, using flyers, mailing pieces, directory listings, and other high-leverage strategies for effective shoestring marketing.

Marketing on a Shoestring gives you a complete plan for effective marketing—designed to boost sales without breaking the budget. It's like having your own in-house marketing guru!



About the author

JEFFREY P. DAVIDSON is a management consultant, lecturer, the coauthor of Marketing Your Consulting and Professional Services (Wiley) and Getting New Clients (Wiley), and the author of Marketing to the Fortune 500 and Blow Your Own Horn.

This book shows you how to look beyond traditional marketing vehicles, such as major media advertising, to little known, yet highly effective and inexpensive marketing techniques."

-Jeff Davidson from the book ...

## MARKETING ON A SHOESTRING

## Low-Cost Tips for Marketing Your Products or Services

## What the experts say about MARKETING ON A SHOESTRING ...

"Reverberates with cost-slashing, winning market strategies. I felt as if I was reaping the rewards of Jeff Davidson's vast experience as a certified management consultant to hundreds of businesses."

-Sally A. Ulrich, Director, Women in Advertising and Marketing

"A book of great help to owners and managers of small to medium sized businesses. It contains many good common sense suggestions and ideas, and illustrates very well that an effective marketing program need not be expensive."

—Wayne A. Lemburg, CAE, Executive Vice President American Marketing Association, Chicago, Illinois

"Once in a while, a book manages to successfully blend common sense, cutting-edge professionalism, and real inspiration. This book, by Jeffrey Davidson, is such a book. *Must reading* for the entrepreneur."

—Joe Batten, author of *Tough Minded Management* Chairman of the Board, Batten, Batten, Hudson & Swab, Inc. Des Moines, Iowa

JOHN WILEY & SONS, Inc.

605 Third Avenue, New York, N.Y. 10158-0012 New York • Chichester • Brisbane • Toronto • Singapore

ISBN 0 471-63253-8