

(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 ...



Low-Cost Tips for Marketing Your Products or Services

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

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

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

ISBN 0 471-63253-8