



MARKETING ON A SHOESTRING

Low-Cost Tips for Marketing Your Products or Services
Second Edition

JEFFREY P. DAVIDSON

A small business "classic," revealing the best techniques for s-t-r-e-t-c-h-i-n-g those scarce marketing dollars

How do you boost sales on a tight budget? *Marketing on a Shoestring* has the answer—in fact, slews of them. In this very successful book, now in its second edition, the author shares his proven, shoestring strategies for everything from creating potent ads and brochures to profiling potential customers. What's more, he shows that taking advantage of less expensive advertising and promotion possibilities might actually work better, too.

- Down-to-earth, anecdotal style
- Advice on developing an effective sales staff
- Tips for maximizing telemarketing opportunities, bartering, publicity—and much more
- New coverage of the marketing techniques available in this age of the PC, fax and laser printer

JEFFREY P. DAVIDSON (Chapel Hill, North Carolina) is a management consultant, lecturer and the author of several top-selling books, including *Marketing Your Professional Consulting Services*. His recent *The Domino Effect: How to Grow Sales, Profits, and Market Share Through Super Visions* was named "Best Business Book" by *Library Journal*.

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