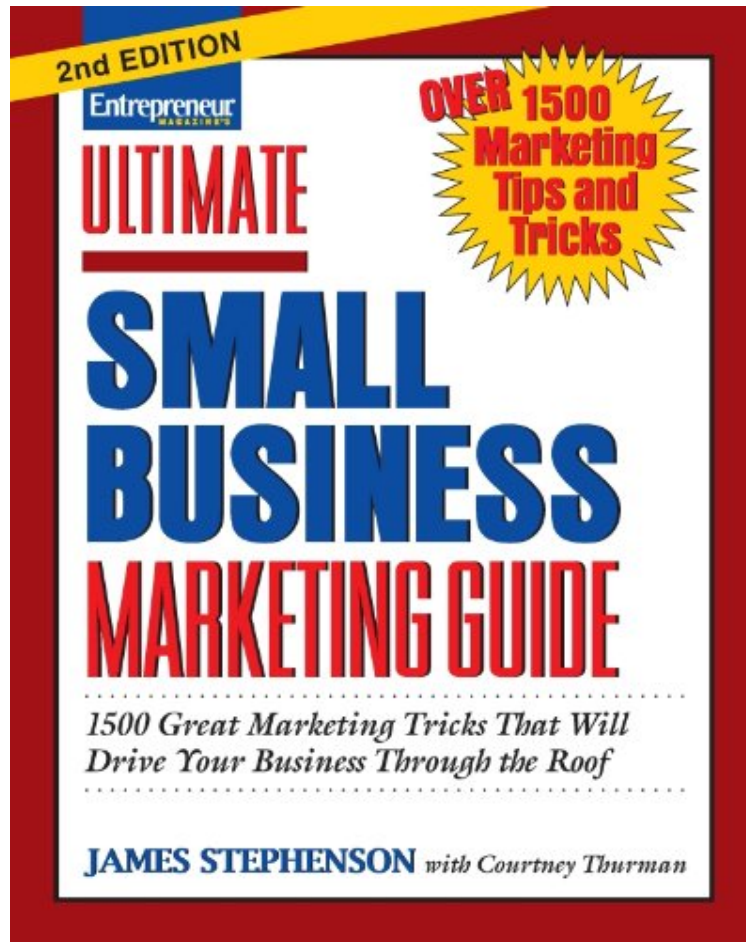


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## Ultimate Small Business Marketing Guide: 1500 Great Marketing Tricks That Will Drive Your Business Through the Roof (Ultimate Series)

James Stephenson

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**James Stephenson : Ultimate Small Business Marketing Guide: 1500 Great Marketing Tricks That Will Drive Your Business Through the Roof (Ultimate Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Ultimate Small Business Marketing Guide: 1500 Great Marketing Tricks That Will Drive Your Business Through the Roof (Ultimate Series):

5 of 5 people found the following review helpful. Good ideas can be found in the bookBy Anne E. AndersonI found the book contained a great many ideas. Not all of them were useful for the service I was marketing, but enough of them were to make the price of the book acceptable. Some ideas (such as carrying your business cards with you and leaving them with everyone you come into contact with-even when paying bills at restaurants) seemed simple but were

very effective in practice. I am new to marketing and I found that from the simple to the more complex means of putting your service out there this book is useful and allows the user to accelerate his or her marketing. 0 of 0 people found the following review helpful. Lots of cute tips, some solid ideas. By Dr. Why? For the beginner, the hundreds of tips can be overwhelming. For the experienced marketer the book is full of "memory joggers" I should try doing that tips. My biggest complain is the over emphasis on promotion and advertising. there are only two references to "pricing" and on the surface they are contradictory.. 0 of 0 people found the following review helpful. Very good marketing book with a lot of very practical ideas ... By Piotr Wons Very good marketing book with a lot of very practical ideas for small business owners. Must have for every with tight marketing budget and head full of ideas:)

The second edition of this comprehensive guide introduces new marketing, advertising, sales and public relations techniques to the 1,500 proven ideas from the first edition. It adds dozens of new high-tech strategies required to stay one step ahead in today's highly competitive global marketplace. Off- and online resources have been updated and new ones including blogs and new websites have been added.

From the Back Cover Your One-Stop Guide to Becoming a Marketing Genius! The Ultimate Small Business Marketing Guide is packed with 1,500 great marketing tricks guaranteed to boost your sales revenues, profits and customer loyalty. It's the most authoritative and comprehensive marketing book you can buy, filled with marketing tricks and secrets that top business and sales professionals use daily to devour competitors, close more sales, win new customers and keep them coming back. No marketing stone is left unturned in this meaty volume. The essentials are covered in chapters on research, planning, competition, customer service, advertising, direct marketing, public relations, networking, prospecting, closing, creative selling, Web sites, trade shows and many other topics. Hundreds of Internet resources that provide even more marketing ideas Handy checklists and sample forms to use in your business Icons for each marketing idea keyed to financial, legal, and other aspects of implementing the idea Use the Ultimate Small Business Marketing Guide to propel your business light years ahead of your competitors, and boost your revenues through the roof! About the Author James Stephenson has fifteen years of small-business, marketing and sales experience, is author of Entrepreneur's Ultimate Start-Up Directory and operates Stephenson Stephenson, a consulting firm providing small-business owners with creative, results-based marketing solutions.