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Marketing Without Advertising (2nd Ed.)

Michael Phillips, Salli Rasberry, Mary Randolph

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The best marketing you can do for your business is to concentrate on creating a high-quality operation that customers, employees and other businesspeople will trust, respect and recommend.

Marketing Without Advertising teaches small business owners practical strategies to:

* attract new customers and build trust * encourage customer recommendations * improve customer service and turn even dissatisfied customers into active supporters of the business * list products and services widely and inexpensively * plan marketing events that will keep customers involved * use the Internet to market services and products

This essential book will help you market your business with common sense, not piles of cents.

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