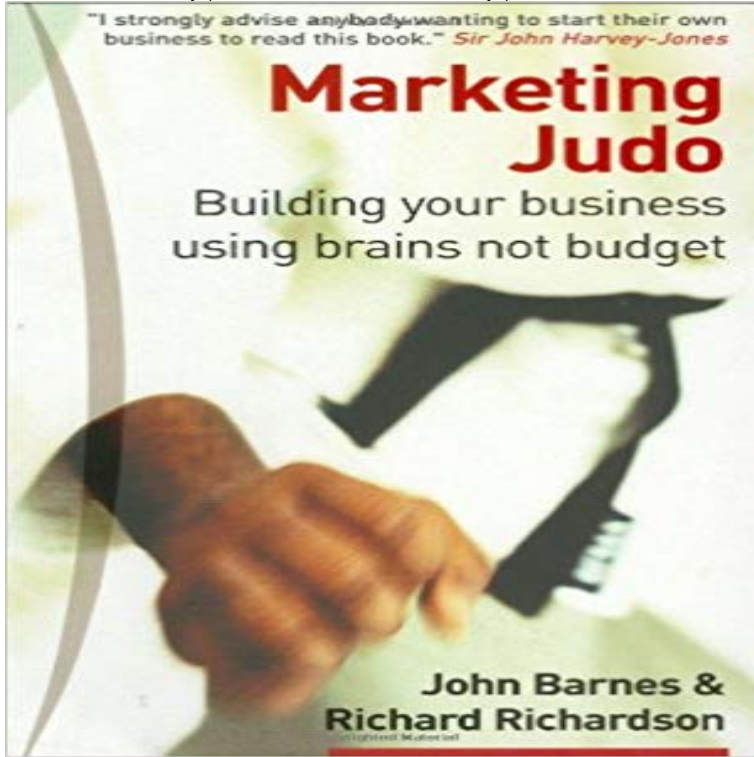


# Marketing Judo: Building Your Business Using Brains Not Budget



I strongly advise anybody wanting to start up their own business to read Marketing Judo Sir John Harvey-Jones Marketing Judo aims to inspire people who want to build a brand or business but dont have the budgets for conventional marketing. Thats the position the authors found themselves in when they bought the one Harry Ramsdens fish and chip restaurant in Yorkshire over ten years ago. They fell into a way of thinking, which they now call Marketing Judo. In judo, you lever other peoples strengths or assets to your own advantage. In judo, your mind matters more than your size. In judo, anyone can become a black belt if they move quickly, train hard enough and keep their balance when others dont. Marketing Judo offers a framework for developing strategies and plans for small companies to do exactly that. It is a collection of real stories and events, from both the authors experiences and from other companies, from which the Marketing Judo principles evolved. Around the world, big companies have never been so vulnerable. Its always possible to find a competitive advantage, however big your opponent is, so join us on the Tatami or judo mat and learn how to use your brains rather than budgets, as we take you through the six principles of Marketing Judo. Available as a short, entertaining easy read book or as an audio CD or cassette, featuring the authors live in front of an audience of businesspeople in Leeds.

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