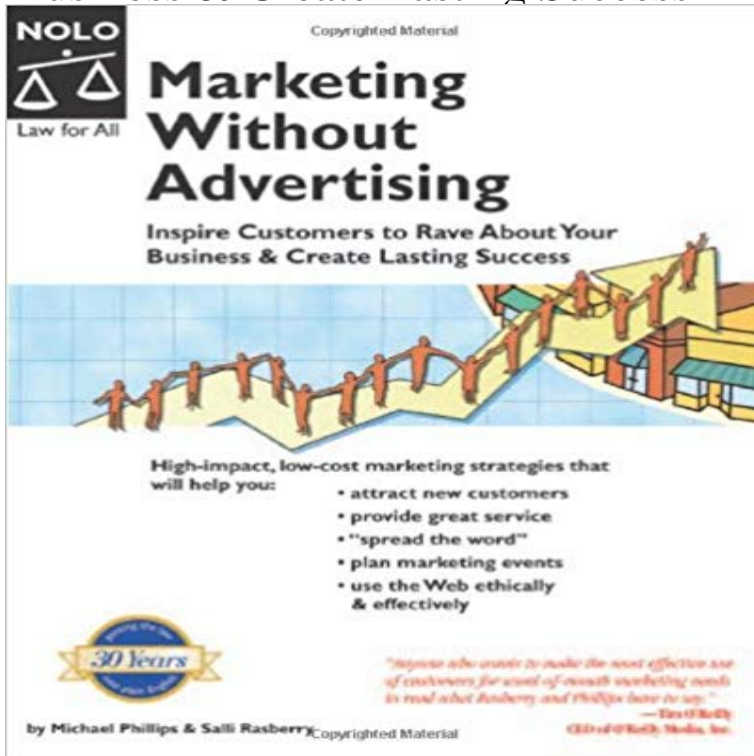


Marketing Without Advertising: Inspire Customers to Rave about Your Business & Create Lasting Success



Make your business stand out without the cost of advertising! The best marketing you can do for your business is to concentrate on creating a high-quality operation that customers, employees and other business-people will trust, respect and recommend. Marketing Without Advertising teaches small business owners practical strategies to encourage customers to spread the good word about your business, attract new customers and gain their trust, turn dissatisfied customers into loyal supporters, list your products or services widely and inexpensively, plan marketing events that will keep customers involved and encourage the media to comment positively on your business. The 5th edition is completely updated, providing real world examples and resources throughout. It also discusses the latest marketing trends, such as international Internet marketing and blogs.

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