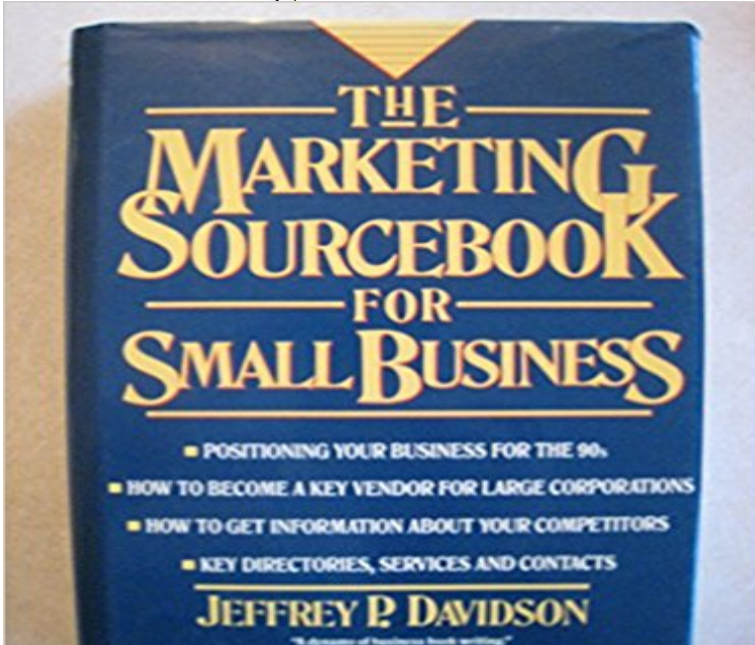


The Marketing Sourcebook for Small Business



How to increase market share by positioning your company to the buying public, from the best-selling author of Marketing on a Shoestring. Presents practical approaches, backed up by examples and case histories. Describes how businesses can create and maintain a position in the public mind, without having to continuously devise new marketing strategies. Based on the authors work with over 250 small- to medium-sized companies.

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