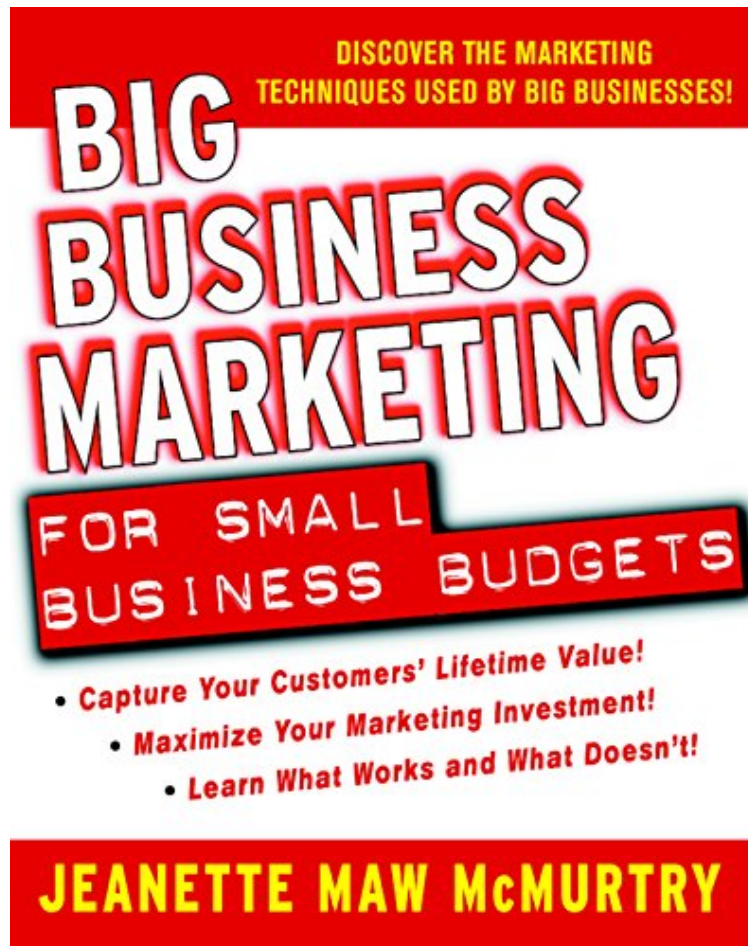


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## Big Business Marketing For Small Business Budgets

*Jeanette Maw McMurtry*

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examples of the wide range of topics she covers, should be required reading for anyone in a marketing function. It tells us point blank that if you are not in business to create emotional ties and experiential relationships in the marketing you do, you're not likely to grow your business--and that's why we are in business, isn't it? Thank you Ms. McMurtry for covering so much valuable ground in an easily readable volume. 5 of 5 people found the following review helpful. Practical Advice with Immediate Value By Rebecca While most books tell you what needs to be done, this one gives specific detail on \*HOW\* to do it. Within 10 minutes of cracking open this book I found several tools that will help my company determine the value of various customer segments - something we've managed on gut feel rather than actual customer data. The author also provides multiple checklists to help with taking a company's key management through processes to identify where marketing programs need improvement. Like many companies, we're undergoing a significant change in our business strategy due to geopolitical change and her tools will undoubtedly help us manage the change more wisely.

Techniques smaller businesses can use to stretch their marketing dollars--and keep customers loyal for a lifetime Traditionally, the competitive ace -in -the hole for smaller businesses has been their ability to provide more personalized service than their larger, arm's-length competitors. However, CRM initiatives and Web-based technologies now allow global businesses to appear and behave much "smaller" than in the past, leaving local businesses scrambling to uncover new areas of differentiation and competitive advantage. Big Business Marketing for Small Business Budgets shows small business owners how to make the most of their limited marketing dollars by capturing the lifetime loyalty of their most valuable customers. This hands-on, how-to-do-it book features tricks and techniques of global marketers from Amazon.com to American Express that operations of all sizes can use to quickly and inexpensively: Develop precise, personalized marketing programs Incorporate the Internet with existing marketing activities Collect and utilize valuable customer preference data for marketing "individually" to customers In today's price-driven, "What's in it for me?" marketplace, developing and sustaining long-term customer relationships has become increasingly difficult for smaller businesses--but not impossible. Let Big Business Marketing for Small Business Budgets show you how to compete with your largest competitors--and adopt and adapt their well-researched tips and techniques to gain lifetime customers.

From the Back Cover Techniques smaller businesses can use to stretch their marketing dollars--and keep customers loyal for a lifetime Traditionally, the competitive ace -in -the hole for smaller businesses has been their ability to provide more personalized service than their larger, arm's-length competitors. However, CRM initiatives and Web-based technologies now allow global businesses to appear and behave much "smaller" than in the past, leaving local businesses scrambling to uncover new areas of differentiation and competitive advantage. Big Business Marketing for Small Business Budgets shows small business owners how to make the most of their limited marketing dollars by capturing the lifetime loyalty of their most valuable customers. This hands-on, how-to-do-it book features tricks and techniques of global marketers from .com to American Express that operations of all sizes can use to quickly and inexpensively: Develop precise, personalized marketing programs Incorporate the Internet with existing marketing activities Collect and utilize valuable customer preference data for marketing "individually" to customers In today's price-driven, "What's in it for me?" marketplace, developing and sustaining long-term customer relationships has become increasingly difficult for smaller businesses--but not impossible. Let Big Business Marketing for Small Business Budgets show you how to compete with your largest competitors--and adopt and adapt their well-researched tips and techniques to gain lifetime customers. About the Author Jeannette Maw McMurtry, MBA, is the principal of The McMurtry Group, which provides strategic and tactical marketing and public relations support to large and small businesses. McMurtry has been nationally recognized for innovative and results-generating campaigns that have helped businesses market for a lifetime by building brand equity and customer loyalty. Her work spans winning strategies and programs for organizations from sole proprietorships to Fortune 100 companies.