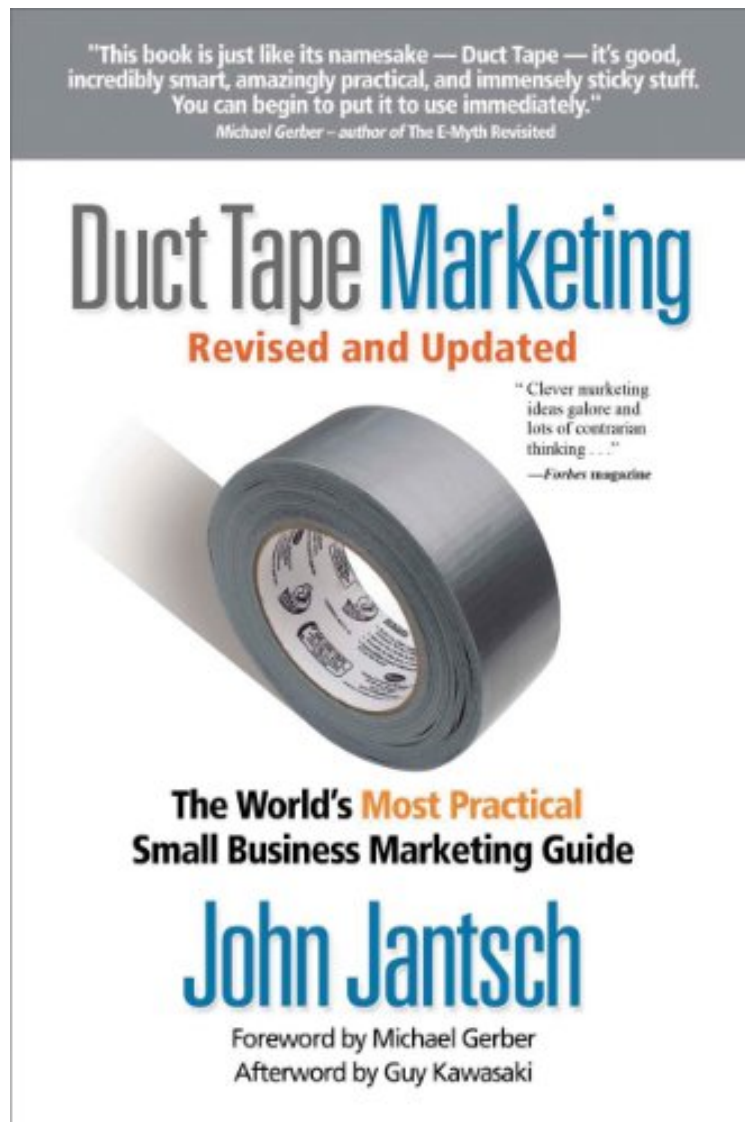


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Duct Tape Marketing Revised and Updated: The World's Most Practical Small Business Marketing Guide

John Jantsch

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John Jantsch : Duct Tape Marketing Revised and Updated: The World's Most Practical Small Business Marketing Guide before purchasing it in order to gage whether or not it would be worth my time, and all praised Duct Tape Marketing Revised and Updated: The World's Most Practical Small Business Marketing Guide:

1 of 1 people found the following review helpful. Practical advice for small business owners.By Steve VigusI love this book. Plenty of creative approaches to marketing for the business owner who has little cash sitting around to spend on

marketing. To be fair, it takes some work, but Jantsch gives you plenty of ideas to get started. 2 of 2 people found the following review helpful. He has humbled me and helped me become a better business person. By Jeff John knows exactly what he's talking about! He is very detailed in his books. If you want practical actions to accomplishing marketing goals AND you will do the activities as prescribed for your problem LACK of MONEY, you will succeed! Follow John's RECIPE! He works very hard to help people succeed in business. He has humbled me and helped me become a better business person. 3 of 3 people found the following review helpful. Very sticky concepts. By Joel Selby Very sticky concepts, easy to understand, and the practicality of the strategies and ideas behind them are clear. I would recommend this book to anyone looking to expand their marketing efforts!

Is Your Marketing as Simple, Effective, and Affordable as Duct Tape? Let's face it, as a small business owner, you are really in the business of marketing. The problem for most small business owners is that they suffer from "marketing idea of the week" syndrome instead of implementing a systematic approach to the problem of small business marketing. In *Duct Tape Marketing*, renowned Small Business Marketing guru John Jantsch shows you how to develop and execute a marketing plan that will give your business the life and longevity you knew you could have when you made that decision to go out on your own. CAREFUL! Duct tape is a serious tool... it sticks where you put it. So are the ideas in this book. If you're ready to make a commitment and are willing to make something happen, John's book is a great place to start. Seth Godin, author of *Purple Cow* For all those who wonder why John Jantsch has become the leading advisor and coach to small businesses everywhere, *Duct Tape Marketing* is the answer. I have never read a business book that is as packed with hands-on, actionable information as this one. There are takeaways in every paragraph, and the success of John's blog is living proof that they work. *Duct Tape Marketing* should be required reading for anyone who is building a business, or thinking about it. Bo Burlingham, editor-at-large, Inc. magazine, and author of *Small Giants: Companies That Choose To Be Great Instead of Big* *Duct Tape Marketing* is a worthy addition to the growing library of how-to books on small business marketing? concise, clear, practical, and packed with great ideas to boost your bottom line. Bob Bly, author of *The White Paper Handbook* With the world suffering from depleted reserves of trust, a business that sells plenty of it every day tends to create the most value. The great thing about trust as a product feature is that it delivers exceptional returns. With this book, John Jantsch has zeroed in on exactly what small businesses need to sell every day, every hour. Ben McConnell, co-author of *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force* John Jantsch has provided small businesses with the perfect perspective for maximizing all marketing activities - offline and on. Jantsch has the plan to help you thrive in the world of business today. Read it, all your competitors will. John Battelle, cofounding editor of *Wired* and author of *The Search: How Google and Its Rivals Rewrote the Rules of Business and Transformed Our Culture* *Duct Tape Marketing* is a great read for anyone in business. It has fresh ideas laid out in a practical and useable way. I highly recommend this book for growing any business. Dr. Ivan Misner, Founder of BNI and Co-author of the New York Times bestseller, *Masters of Networking*

About the Author John Jantsch is a marketing and digital technology consultant, an award-winning social media publisher, and the author of the small-business marketing bible *Duct Tape Marketing* and *The Referral Engine*. Jantsch is the creator of the "Duct Tape Marketing" brand, a nationally renowned small business marketing system, and runs an award-winning blog of the same name.