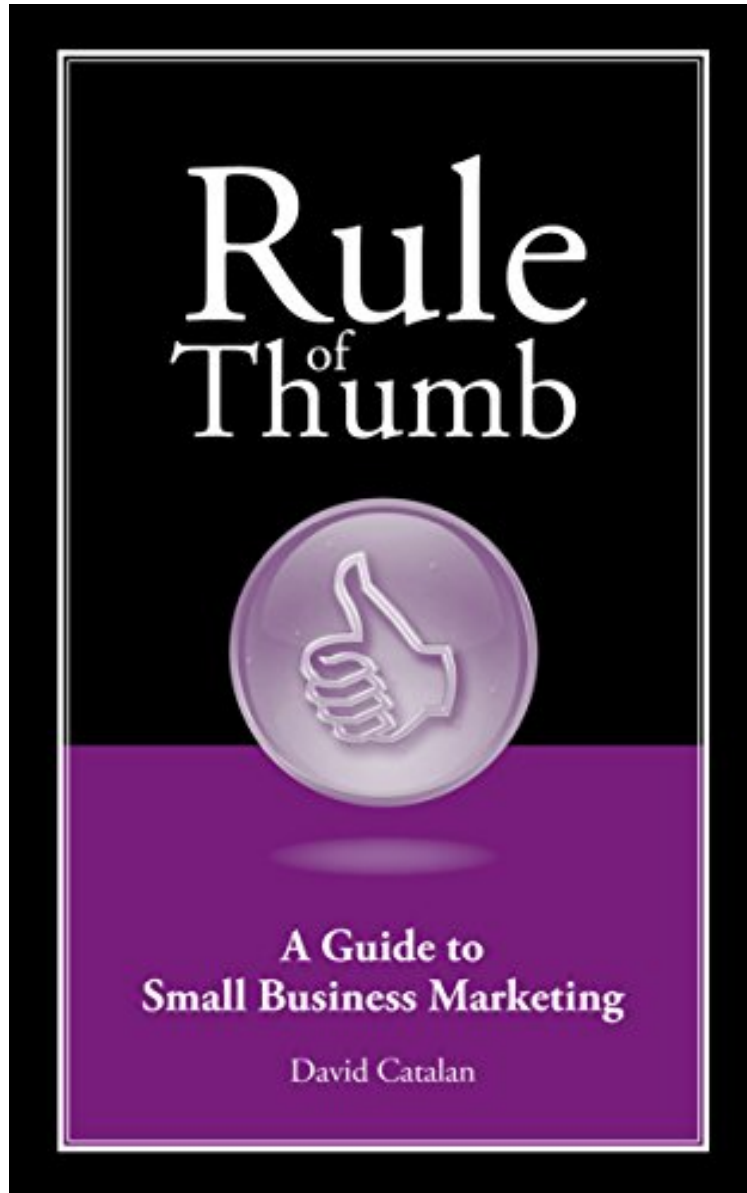


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Rule of Thumb: A Guide to Small Business Marketing

David Catalan

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owner on a step-by-step path to understanding marketing options and their significance to company sustainability. Woven throughout the book is the entertaining example of a small business used to illustrate the discussions and bring home pertinent points. But just preparing a marketing plan and deploying advertising does not mean you are successfully marketing your company. David further examines the need for understanding and measuring success coupled with building a future market. In this easy to read book, David shares the expertise he has gained from working in marketing, public relations, and other administrative arenas for a variety of entities from Union Pacific to not-for-profits. David's wealth of knowledge, and the easy-to-read writing style, makes this book an excellent resource for established businesses as well as new businesses.----Linda Fettig----0 of 0 people found the following review helpful. Good book for the new business owner By Kindle Customer Very clearly understood. Makes great use of relevant local examples to support his points.

In clear and practical language, David Catalan describes essential, need-to-know marketing concepts along with implementation strategies proven to be successful. Readers will learn: 1) The 5 important Ps of marketing; 2) How to conduct market research; 3) What branding is and brand positioning basics; 4) How to create a marketing plan; 5) How to successfully market online; 6) and more!