



Marketing Magic: Proven Pathways to Success Co-Author, Fran Berman

This anthology of successful marketing strategies is a compendium of fourteen authors' individual chapters arranged in a cohesive sequence. They flow from The Starting Points to Marketing Specifics, and conclude with Implementing A Program.

Bonus diskette includes extra ideas, checklists, summaries, tips and other marketing material you can use to jump start your marketing.

What prominent marketing professionals say about Marketing Magic:

"It's called Marketing Magic but it's really marketing Common Sense. And good common sense is worth its weight in gold because it always works."

—Jack Trout, President, Trout & Partners, Author, The New Positioning

"If you're in business, you need this book....These pages are jammed with solid advice on how to succeed in an increasingly complex marketplace."

—Christen P. Heide, The Dartnell Corporation, Editor, Marketing Times

"...first-rate marketing minds and first-class marketing information...highly readable...If you're looking for magic in marketing, you'll find it in the pages of this superb book."

—Jay Conrad Levinson, Author, Guerrilla Marketing

"Marketing Magic shows the real range of successful marketing, from old-fashioned thank you notes to the Internet. It can help anyone achieve 'peak performance'."

—Charles Garfield, Ph.D., Author, Peak Performers and Second to None

Key Benefits

- **Shortens your success curve**
- **Provides new insights into attracting and keeping new customers**
- **Easy to read, understand and assimilate**



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