



Marketing Without Advertising

Inspire Customers to Rave About Your Business & Create Lasting Success



High-impact, low-cost marketing strategies that will help you:

- attract new customers
- provide great service
- “spread the word”
- plan marketing events
- use the Web ethically & effectively



by Michael Phillips & Salli Rasberry

“Anyone who wants to make the most effective use of customers for word-of-mouth marketing needs to read what Rasberry and Phillips have to say.”

—Tim O'Reilly
CEO of O'Reilly Media, Inc.

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5th edition

Marketing Without Advertising

**by Michael Phillips & Salli Rasberry
edited by Diana Fitzpatrick**



Fifth Edition	MAY 2005
Editor	DIANA FITZPATRICK
Cover Design	TONI IHARA
Book Design	TERRI HEARSH
Production	MARGARET LIVINGSTON
Proofreading	MARTIN ARONSON
Index	JEAN MANN
Printing	CONSOLIDATED PRINTERS, INC.

Phillips, Michael, 1938-
Marketing without advertising / by Michael Phillips & Salli Rasberry.-- 5th ed.
p. cm.
ISBN 1-4133-0184-3
1. Marketing 2. Small business--Management. I. Rasberry, Salli. II. Title.
HF5415.P484 2005
658.8--dc22

200504521

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Acknowledgments

With special thanks to Soni Richardson and Michael Eschenbach.

Full Disclosure Note

All the businesses and business owners mentioned in the book are real. The great majority operate under their own names in the cities indicated. However, because some of our examples are less than flattering, and for other reasons, including privacy, we have changed the names and/or locations of businesses in a few cases.

In some cases, the businesses used as examples in the book do advertise—their marketing ideas are so good we included them anyway. In most cases, if a business used as an example does advertise, it is a small part of their marketing mix.

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