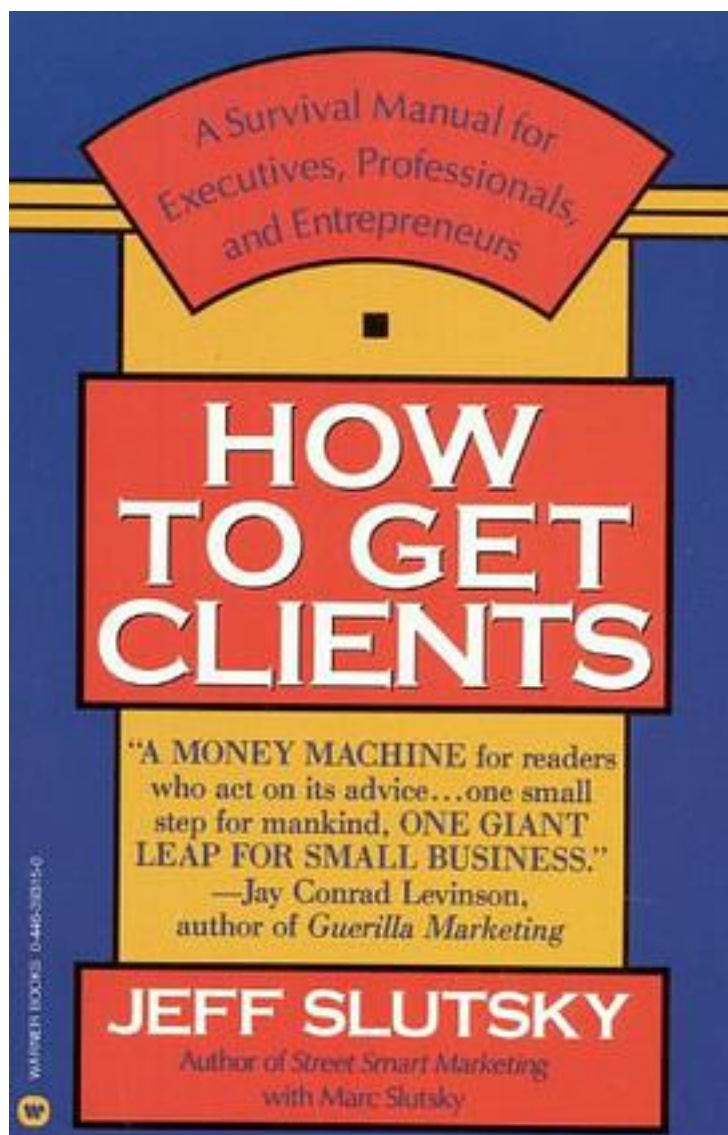


How to Get Clients



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CEOs, department heads, freelance consultants, lawyers--almost everyone in business--has to fight for clients just like manufacturers or retailers. Now, in this guide, two daring young marketing "marauders" tell how to target profitable clients; how to discover your unique market niche; how to get free publicity; how and when to advertise; and more.

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